

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXLV, No. 5 NEW YORK, NOVEMBER 1, 1928

10c. A COPY



B. A. I. S. 1908 with  
N. W. Ayer & Son



## *More power to the Advertiser's dollar*

For twenty years Advertising Headquarters has served the American Telephone and Telegraph Company in cultivating public understanding of the ideals, purposes and accomplishments of this great communication organization.

In ever-widening circles, through the agency of the printed word, the reciprocating growths of patronage and facilities have spread.

Socially, or for business, you can get your party virtually anywhere in the confines of America and in a dozen foreign countries. Consumers shop without leaving home. Merchants fill order books before business is well astir.

And now a national movement is afoot, through the medium of Bell classified telephone directories, whereby any prospective purchaser in 6000 cities and towns of the United States can immediately learn where he may purchase locally the products of many advertisers. We are commissioned to spread the news of this startling addition to the services of this great economic system.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO

# SAFE—if you are a politician DANGEROUS if you are a Sales-Manager

A PERFECTLY good way to get votes is to talk about "farm relief." Farmers are human. They like sympathy.

But if you are after business, judge the farm market not on political talk but on economic facts. Remember—

The crop authorities and U. S. official bureaus predict for 1928 the largest aggregate farm production on record.

The U. S. Department of Agriculture, the economists and bank experts put the 1928 purchasing power of farmers equal to, or higher than, any previous peak.

The most direct and powerful means for reaching the prosperous farm homes of the United States is the Standard Farm Paper Unit. Fifteen non-duplicating publications. 2,500,000 A B C circulation in 1929. A national medium—with local prestige.

*Your sales problem is national—but your dealer's is always local—The Standard Farm Papers meet both!*

The Farmer, St. Paul  
The American Agriculturist  
The Wisconsin Agriculturist  
The Breeder's Gazette  
Pennsylvania Farmer

The Prairie Farmer  
Ohio Farmer  
Wallaces' Farmer  
The Progressive Farmer  
Pacific Rural Press

The Nebraska Farmer  
Kansas Farmer  
Missouri Ruralist  
Hoard's Dairyman  
Michigan Farmer

## The STANDARD FARM PAPER UNIT

*One order—one plate—one bill*

WALLACE C. RICHARDSON, General Manager

CHICAGO Courtney D. Freeman, Western Manager 307 North Mich'gan Avenue	NEW YORK Willard B. Downing, Eastern Manager 250 Park Avenue
San Francisco, Kohl Building	

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

Vol. CXLV

NEW YORK, NOVEMBER 1, 1928

No. 5

## Shifting Emphasis from Price to Profits

Accustom Jobbers and Retailers to Think of Your Line as a Profit Maker

By Richard Webster

Vice-President, Reimers & Osborn, Inc.

THERE is something to be learned from the recent advertising of Stern Brothers, "Modernized for 'Ensemble Shopping.'" Instead of having sheets and blankets in different parts of the store, they announce an Ensemble Floor of Linens, Blankets, Sheets and Pillow Cases—which means that instead of laying out the store on the basis of the faulty traditions of department store selling, Stern's is adopting a real buying layout.

Over and over again the same thing is true: business does not march economically because no matter how straight the thinking for business plans, the thinking starts in the wrong place. Often the starting point is even further away from the right spot than selling is from buying—and there is plenty of difference there.

I have just heard, and can scarcely credit it, that the toilet goods department of a great metropolitan store has classified alphabetically the many thousand items it carries. Is this a wonderful scheme for finding what you want in a toilet goods department because perfume and powder will be together under the letter "P"? Will there be many other instances where the convenience of the buyer will be served by an arrangement that has no relation at all to buying? An alphabetical arrangement is fine for a dictionary or an encyclopedia, because

there you are dealing with words and words are made up of letters and the alphabet is the standard arrangement of letters. But what have initial letters of products got to do with buying?

The sales manager who lays out sales territories on the line of a political map, taking counties or States as the least unit from which he builds up his sales unit, is guilty of this same fundamental error—he hasn't started his thinking in the right place. Counties and States have nothing to do with selling. Anyone who starts with the county instead of the trading center has got going in a wrong category—political classification instead of commercial.

Just the same with price maintenance. Most of the ink that has been spilled about that subject, and most thinking about it, too, is a total loss because the writers and thinkers on the subject haven't categorized properly. They discuss the legal methods of price control. They tell of what associations in different industries have done to introduce uniform cost accounting. The Sherman Act and the best cost accounting methods have a relation to price maintenance. But the heart of the question isn't in those categories at all. The manufacturer, sales manager, advertising manager is interested in price maintenance as a matter of selling—better yet, as a matter of buying—rather than as a mat-

ter of law or of bookkeeping. I have just been reading "Stabilization of Commodity Prices, a survey of business practices, particularly co-operative activities, which tend to stabilize commodity prices," in the September, 1928, number of "The Annals of The American Academy of Political and Social Science," a volume of 173 pages, each about the size of a standard magazine page. Any business man interested in sales will find much that is worth reading in this volume. But the treatment is nowhere near as helpful or valuable as if it had started from the real business point of view, which is, of course, profit stabilization and the selling methods that will show distributors all along the line that it is to their interest to get a good profit out of every product.

Consider the whole subject under the head of profit stabilization. Realize that the different parts of the distributing machine are all interested in profits, and that there is a fairly well understood technique of making this interest work for your individual product. Then the problem is one of psychology, of business promotion, of advertising.

The shifting of emphasis from price to profits ought to be one of the easiest things in the world to do, but it is surprising how often it has to be done. Any advertising man who has had experience with textiles, and especially with cotton mills, knows that too often the main executive of such a concern does not think in terms of profitable sales. Instead his category is buying and selling cotton, raw or nearly raw. When he begins to think of the output of his mills as something that is to be sold to a jobber, who should get a profit on it when he sells it to a retailer, who sells it to a householder—then he is far better off than if he is exercising himself about price maintenance, laws that govern trade associations and uniform cost accounting systems. He has started from the right place for straight thinking.

The surest concrete and definite way to help this change of thought

on the part of the textile manufacturer is to induce him to put out a little better grade of goods than he has ever sold before—say something that costs him 10 per cent more to produce because he puts better yarn, better weaving, or better finishing into his product—and then get him to charge 25 per cent more than he ever charged before and have him expect the jobber to make a larger profit than he did on the lower line of goods, and the retailer also to cash in more heavily on this feature line.

The manufacturer will find that this will react favorably on price stabilization in his staple line. Accustom the jobber and the retailer to think of your line as a profit-maker by showing them that there is a chance for a profit in a better grade of goods that you are turning out—and it is only human nature for them to begin to see that they might as well be taking a profit on the staple end of the line.

#### FRUIT OF THE LOOM USED AS BAIT

Fruit of the Loom is an excellent example of staple goods that have been price cut, profit cut, all along the line of distribution—every type of distributor saying: "Fruit of the Loom is as staple as sugar. I will use it the way the chain store uses sugar, cut the price on it, expect no profit directly, use it as a bait to bring people into the store to buy other goods."

This situation was so bad that no jobber or retailer carried Fruit of the Loom except as a service item. They were not permitting themselves a profit on it. When the suggestion was first broached that styled Fruit of the Loom fabrics would grade up and trade up the name and that they could be sold at a profit for everybody concerned, the objection was: "The market price on Fruit of the Loom is so close to production cost that no distributor would pay the increased price for styled Fruit of the Loom." Another example of straight thinking along the wrong rut, missing entirely the different selling appeal of staples and style



## Biblical Dramas Enter Their Third Year

A program that lasts longer than a year is something of an oddity in the realm of radio. Three years makes it an Abie's Irish Rose of the air. One Sunday night in September, after a two-year run, radio listeners were informed that Biblical dramas were to be discontinued. The first protests

come in before midnight by telegraph and telephone, more the next day by air mail and special delivery. The letters came in batches of hundreds before the end of the week and are still pouring in. Biblical dramas will resume in November for their third year on the air.

*THE INTEREST IN RELIGIOUS SUBJECTS IS WIDESPREAD AND DISTINCTLY ON THE INCREASE.*

### CHRISTIAN HERALD

419 Fourth Avenue, New York

GRAHAM PATTERSON, Vice-Pres. J. PAUL MAYNARD, Adv. Mgr.

goods. When Fruit of the Loom prints were made and offered for sale, jobbers and retailers saw the opportunity for profits—the retail price of Fruit of the Loom prints was competitively placed and was high enough to allow for profit to manufacturer, wholesaler and to retailer—and the ultimate consumer, the American woman, said: "What lovely goods and what a wonderfully low price." She got her profit, too.

The Fruit of the Loom staples also were benefited. The extra profit, the extra quality, and the extra value in the prints have automatically improved the attitude of the trade toward the white goods. The trade is beginning to think along the same straight line, from the same right starting point of profit-taking from goods with more style and more value—more margin of profit.

A higher-priced, bigger margin of profit article is a recognized aid to profits. The September issue of "The Annals of the American Academy" says: "When business is poor and standard goods are moving slowly, why not stimulate sales by bringing out a novelty? The well-known Duofold Pen, to mention only one, owes its origin to such a reason, and similar examples can be found in every field. But unless followed carefully, such a practice leads to its own destruction. As models and styles are multiplied, selection by the consumer becomes more difficult, demand follows less definite trends and is harder to forecast." The writer in the "Annals" makes much of reduction of styles as a guide to demand, or more properly, a guide to selection. It seems to me that he is guilty of faulty categorizing. Have the buying appeal in your goods and you can sell a long line. Without it you can't sell a short line, be it staple or novelty. You can maintain prices if you assure the customer of value and use.

Another experience of Fruit of the Loom shows how easy it is to stabilize prices by assuring profits to the distributor.

Converse & Company, selling agents for Fruit of the Loom, are

making an arrangement with certain selected wholesalers that gives a basis for an answer to this question. In general terms this is the arrangement:

A wholesaler is appointed "an authorized distributor" of Fruit of the Loom bleached goods. He does not become an agent and there is no consignment of goods—a questionable method in any attempt to build up prestige and profit. A quota is set for the authorized distributor and he gets a certain discount if he reaches this quota and if he sells only at the prevailing market price, which is set by Converse & Company and is subject to change, but is changed only on proper notice. The distributorship may be cancelled by Converse & Company on ten days' written notice on evidence of the violation of any conditions; and in that case Converse & Company have the privilege of buying back all Fruit of the Loom bleached goods on hand at the net price paid for them.

From the point of view of profits this arrangement makes the wholesale distributor as interested as though he were a salesman of Converse & Company, getting a bonus for certain sales. Because the plan is based on profits for manufacturer, for selling house and for wholesaler, it really works. It is straight thinking starting from a business point of view.

Price Stabilization or Profit Stabilization resolves itself into a question of having the distributor appreciate the profit possibilities of your goods. This should be one of the main objectives in preparing all dealer helps. It is something that every salesman should be taught to sell—every bit as important as selling goods.

The Esmond Mills some years ago faced the general problem of price stabilization under the special form of a rather unfavorable attitude of jobber and first-class department store toward trademarked textile goods, and besides that to cotton as a material for blankets. This difficulty was met by straight thinking that started

(Continued on page 184)



## All-day succor

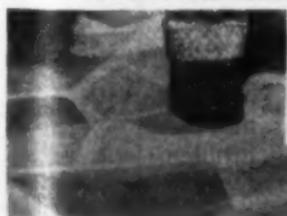
What a constant help Jim Larkin is to his family. And especially when Dad's birthday rolls around! Mother is stumped this year, really . . . she puts the gift problem right up to Jim. Does he choose to choose? He does! Jim's the choosin'est fellow his family knows.

"It's a cinch, Mom. Come on down to Schmaltz's jewelry shop and look at the new dress-shirt studs. They're easier to work than the old kind—they'll improve Dad's dressing vocabulary. Wouldn't mind having a set myself."

Consider what it means to have Jim Larkin backing your product. And what it means to have 500,000 chaps like him recommending your merchant-

dise to their families. Half-a-million American boys read THE AMERICAN BOY every month. Don't think of them as being recently graduated from swaddling clothes. 80% are of *high-school age!* Man-sized—men in everything but years. They insist on being up to date in everything they buy—and they're a powerful selling influence in the family buying councils, in favor of new and better things of every sort. Advertised names mean as much to them as to their elders.

Go after the boys—for both direct and indirect sales. Advertise to them in their favorite magazine, THE AMERICAN BOY. Forms for the January number close November 10th.



**The American Boy**  
Detroit Michigan



*A prominent sales authority says: "Today geographical lines have but little to do with setting up trading area lines"*

# *The problem*

## CHARLES M. SCHWAB *recognizes . . .*

### this book helps you solve

*"Improvements in processes and products have reached a high degree of perfection, but we have only begun to explore the field of economic distribution and selling. This . . . is industry's immediate problem."*

These are the words of the President of the Bethlehem Steel Corporation, at the end of the year 1927.

\* \* \*

**O**NLY with the facts can you conquer! With "Retail Shopping Areas" at hand you approach your distribution and sales problems with

a new precision and confidence. Here is a book that gives you *complete facts about your markets, and aids you in making these facts count in sales.*

### *A true basis for quotas*

"Retail Shopping Areas" enables you to rate your markets on the basis of *actual retail distribution—and both as to character and size.*

The book is a mine of detailed, organized information. It lists the 683 actual shopping areas of the United States according to the size of the centers. It gives many details about them all, in convenient tables. It includes the time-saving Summary for Quota Work. It lists over 3000 counties by states, and names all incorporated places.

"Retail Shopping Areas" locates for you all important department stores. It calculates for you seven bases for sales quotas by states. It groups these seven state indexes in three groups according to the number of taxable personal incomes.

### *Organized graphically*

Detailed state maps in "Retail Shopping Areas" and two large United States maps, all in colors, put before your eyes important information never before available. The whole book is conceived on the basis of intimate experience with hundreds of cases.

If you are a sales executive, if you are in any way interested in market analysis and research, we believe you will need this book constantly. The price is \$10.00. Just mail the coupon.

**J. WALTER THOMPSON COMPANY**

J. WALTER THOMPSON COMPANY,  
420 Lexington Ave. (Room 1119), New York, N. Y.

Please send me ..... copies of "Retail Shopping Areas" at \$10.00 per copy.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Sampling a Bulky Product

How Bondex Waterproof Cement Paint Is Being Sampled to Distributors,  
Painters and Industrial Consumers

By James A. Reardon

Secretary, The Reardon Company

THE sampling of bulky products is a rather difficult problem to solve, but we've hit on a solution that has worked out to our entire satisfaction and to the satisfaction of our customers.

My company has been in business since 1883 and specializes in the manufacture of water paint products. Up until four years ago, when we put our newest product, Bondex waterproof cement paint, on the market, sampling was a simple proposition. Occasionally we'd have a call for a sample of cold water paint or kalsomine but nine times out of ten the product was merely glanced at and the order placed on price.

Four years ago we announced a new product, however, and the properties were so very different from the properties of ordinary water paint that sampling became necessary. Bondex is a waterproofing agent and when a prospect was told that a water paint was a waterproofing agent, he usually threw up his hands and said, "It can't be done."

So it was up to us to sell the distributor first (we cater only to the recognized paint distributor), and then sell the painter, the dealer and the industrial consumer on the product.

The distributors were rather easy to sell, for we simply sent five-pound samples and told them what to do—but they had been dealing with us or hearing from us for a number of years and were half sold on the idea simply because we announced that this product would do certain things.

The painter, the dealer and the industrial consumer offered more serious problems, so we set about finding a way to demonstrate Bondex to them.

To the painters we offered a five-pound sample for the asking and broadcast this through the trade

journals and our own house organ. Our records indicate that one out of every twenty-three painters requested a sample. One out of every ten who received the sample ordered Bondex and has been using it regularly ever since. In addition, they have sold other painters on the idea of using Bondex, so sampling in this instance paid handsome dividends.

There isn't much of a dealer demand for this product, for it is primarily a painter proposition, but there is a considerable industrial demand.

The industrial user is considerably harder to sell than the painter, so we gave some thought to this and finally wrote to our customers along the following lines:

In selling Bondex you are going to run across a great many skeptics who will tell you that it "can't be done."

When you mention to them that Bondex is a water paint that will waterproof rough masonry—then comes the argument.

So we are going to exercise our prerogative as Missourians, and, with your permission, "show them."

When your salesmen meet a prospect who could use Bondex but is skeptical as to the results that may be secured, write us a letter and give us his name and address, tell us how much surface he has to cover, whether or not it has been painted, what type of paint was used, the condition of the surface and any other information you think will prove helpful.

When we receive this information, we shall immediately write your prospect and tell him what Bondex is, what it will do on his particular surface, and if he wants a sample to put through the third degree, we will gladly send him one, through you, with our compliments.

The returns to this letter were exceptionally good. We received detailed information from a great many of our customers and we wrote each of the prospects a letter and told them where we had secured the information and then told them exactly what Bondex would do to their particular surface.

We enclosed testimonial letters



Nearly \$600,000,000  
grew out of  
*Iowa's Soil* this year

Iowa's 1928 farm income is estimated by Karsten's Forecasts as \$588,700,000—30% larger than a year ago.

—greater than that of any other state except Texas, whose area is six times greater than Iowa,

—more than the combined farm income of Pennsylvania, New York, Vermont, Maine, New Hampshire, Massachusetts, Connecticut, Rhode Island, New Jersey, Maryland, West Virginia, and North Carolina,

—larger by a wide margin than the farm income of these eleven states added together—California, Oregon, Washington, Montana, Idaho, Nevada, Arizona, New Mexico, Colorado, Wyoming, and North Dakota.

Now is the time to build up your Iowa sales through the state's one big newspaper.

## The Des Moines Register and Tribune

*Read Daily in 200,000 Iowa Homes*

from others who had used Bondex for this particular purpose and ended by offering them their choice of a twenty-five-pound keg or a one-hundred-pound keg of Bondex with our compliments and with no obligation on their part.

Sometimes samples were requested. When samples were requested, we immediately got in touch with our distributors who had stirred up this inquiry and instructed them to deliver the Bondex out of their stock and send us a debit memorandum covering.

This gave the salesmen an opportunity to make a few calls, first to thank them for the opportunity of demonstrating Bondex and then to check up on the tests. Naturally quite a volume of business resulted and we are following through on this method.

Quite a bit of business was also secured without submitting samples, for it seems that we humans are prone to take a manufacturer's word for a lot of things when the manufacturer offers to let us prove to ourselves that his material will fit our particular requirements.

We are firm believers in submitting practical working samples rather than laboratory testing samples.

Every year for several years we submitted samples of one of our products to a concern of national repute whose purchases ran into considerable volume. The report of the test that came out of the laboratory always indicated that our product was not quite as good as another product and we wondered considerably.

Several years ago, however, we suggested that practical tests be made under actual working conditions and after several months of correspondence, our suggestion was adopted.

The result of a practical test under working conditions was so very different from the laboratory tests that we secured the business and have held it ever since.

Every day we receive requests for samples and we try to get them out either the same day or the day following the receipt of the

request, for we feel that if a man is interested enough in your product to request a sample, the sooner the sample gets there the sooner it will be tested.

In writing to an industrial prospect for one of our distributors, there seems to be a healthy reaction to our benefit. The average industrial consumer purchases his requirements through some distributor in his locality and an industrial consumer in Chicago may specify a varnish made in New York, a lacquer made in Detroit and paint made in Milwaukee. The distributor is merely the middleman. If the manufacturer is interested enough to write to this consumer for his distributor, the consumer is impressed and feels that the particular product in question must be a good one or,

1. The distributor would not pass the information on to the manufacturer that this particular concern was a prospect.

2. The manufacturer would not write the prospect.

Everything seems rather difficult until it has been worked out and sampling a bulky product is no exception to the rule.

Sampling Bondex has been, is, and will be profitable both for us and for our customers.

#### "The Farm Journal" Opens Detroit Office

*The Farm Journal*, Philadelphia, has opened an office at Detroit. E. J. O'Sullivan, formerly a representative of the Curtis Publishing Company, and W. A. Banks, formerly vice-president of McKinney, Marsh & Cushing, Inc., Detroit, are in charge.

#### Pompeian Olive Oil Account to Alfred Wallerstein

The Pompeian Corporation, Baltimore, packer of Pompeian Olive Oil, has placed its advertising account with Alfred Wallerstein, Inc., New York advertising agency. Newspapers are being used in the larger cities.

#### Gabriel Payne with "Nation's Business"

Gabriel Payne has been made Western promotion manager of *Nation's Business*, with headquarters at Chicago. He was formerly with the New York office of the John Budd Company.

**Thorough Trading Area Coverage at One Low Advertising Cost!**

"Results gained during the past\* have justified our continued use of The Milwaukee Journal exclusively in 1928 with greater space than ever before." *Kellogg*

DELICIOUSLY FLAVORED  
WITH MALT SUGAR AND SALT

\*During Kellogg's early years of merchandising in the Milwaukee, Wisconsin market, this company tested the comparative selling power of Milwaukee newspapers by dividing its advertising appropriation. Since the first test campaign Kellogg has steadily increased the amount of space in Milwaukee newspaper space used in The Journal and since 1925 the company has printed this newspaper exclusively.

Results gained have proved Journal effectiveness in thoroughly selling the rich Milwaukee market at one low advertising cost. Consequently, in 1928 The Journal is presenting exclusively the largest Kellogg campaign ever printed in Milwaukee papers!

**THE MILWAUKEE JOURNAL**  
**FIRST BY MERIT**

**Read by More Than Four Out of Five Milwaukee Families!**



FOR THE FIRST  
9 MONTHS OF  
1928 THE DAILY  
NEWS CARRIED  
OVER *ONE MILLION*  
MORE AGATE LINES  
OF ADVERTISING  
THAN ANY OTHER  
CHICAGO DAILY  
NEWSPAPER —

THE CHICAGO

Chicago's Home News

---

Advertising  
Representatives:

---

NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Kelly  
300 N. Michigan Ave.

Member of the 100,000 Gre

— AND THE  
DAILY NEWS  
HAS CARRIED  
MORE ADVER-  
TISING THAN  
ANY OTHER  
CHICAGO DAILY  
NEWSPAPER FOR  
THE PAST TWENTY  
-FIVE YEARS

## GODAILY NEWS

Home newspaper

DETROIT  
Woodward & Kelly  
408 Fine Arts Bldg.

SAN FRANCISCO  
C. Geo. Krogness  
303 Crocker 1st Nat'l Bank Bldg.

GO  
Kelly  
nn Ave.

the 100,000 Group of American Cities

# Oklahoma City offers *exceptional sales opportunities NOW*

WITH business better than during any corresponding period within the past nine years; with bank deposits for September at \$124,548,000—\$2,560,000 more than during the same month last year; with building speeding forward at the rate of more than \$1,500,000 a month and outstripping last year's unprecedented growth; with a \$350,000,000 cash crop value in the State; with a great oil field developing at the city's gates, and with city population increasing more than 1,000 a month, Oklahoma City offers exceptional sales opportunities to manufacturers and advertisers. These opportunities may be most quickly and economically developed by advertising in the Oklahoman and Times, which thoroughly and alone cover the Oklahoma City Market.

## The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Thoroughly and alone  
cover the Oklahoma  
City Market



E.KATZ SPECIAL  
ADVERTISING AGENCY  
New York - Chicago - Detroit  
Kansas City - Atlanta  
San Francisco

The OKLAHOMA PUBLISHING COMPANY

also publisher of

The OKLAHOMA FARMER-STOCKMAN

# We Developed a Secondary Line to Benefit Our Major Product

How the Addition of a Line of Electrical Products by a Toy Manufacturer Has Eliminated the Handicaps of a Seasonal Line

By H. L. Trisch

Sales Manager, The A. C. Gilbert Company

In 1914, after five years of making toys from which returns came chiefly during the months of October and November, A. C. Gilbert marketed an electric fan, the first ever to sell at the low price of \$5. His thought was that production of this item, along with the probable addition of others of similar nature, would enable our company to balance fall toy sales with spring and summer sales in the electric field.

What happened may be summed up in the statement that whereas the first advertising to back this Polar Cub electric fan amounted to \$5,000, in 1928 our extensive Polar Cub brand of electric products is selling every month of the year and has a \$100,000 advertising program behind it. The initial fan effort to feel out a low-priced market has led to the opening of a vast household market for moderate-priced, trade-marked electric appliances, the manufacture of which has enabled our company to place its entire toy and appliance production on an even keel and to maintain sales the year round instead of chiefly during two fall months.

The move that straightened out our production and sales curves was a natural evolution. During the five years in which Mr. Gilbert had been developing his toy products, the outstanding one of which was Erector building sets for boys, he had made a toy electric motor. Producing more and more of these motors, he looked around for new uses to which to put them, and it occurred to him that there was being marketed no low-priced electric fan.

He believed there would be a wide field not only for a cheaper fan but also for other less costly products which could be put to

household use. If such a market actually were waiting to be cultivated, he felt the cultivating of it would do several things for the Gilbert company. First of all, it would enable us to continue making the motor, with which we had had experience. There would be no need to invent a new item and build up new production facilities. Second, it would allow us to keep a steady production flow throughout the year of a product which we needed for toys particularly during a certain few months. Third, and as important as any, we should get a consistent cash turnover instead of finding income heavy at one period and light at most others. Fourth, we should be able to keep our salesmen busy on a much more even schedule and at considerably less cost than was possible under existing toy-selling conditions alone.

## PIONEER WORK

Accordingly, we tried out Mr. Gilbert's idea that first year with a single appliance, a six-inch fan priced at \$5. Our merchandising proved to be very severe pioneer work, for the reason that distributors would not touch our new product, declaring that the market was not large enough to make it worth their while to handle such a low-priced item.

As a result of this negative distribution experience, we went the following year direct to the retail trade. We gained considerable distribution. In 1916 we went a step farther, adding a second motor-driven household appliance—a mixer for drinks, mayonnaise, icings and so forth—and in that same year we started to advertise. At this time we used outdoor advertising mostly. Our initial appropriation for the Polar Cub line that year was \$5,000.

Distributors then began to notice our goods, hardware wholesalers being the first to take on our two items. Since then many hardware distributors have developed separate electric divisions to merchandise similar goods. Later, electrical jobbers, realizing that there was a good market for low-priced electric appliances after all, also took on our trade-marked goods, with the result that today practically all of our appliance business is handled by jobbers, with the exception of demonstrations, which we continue to handle direct and which I shall touch on later. This year our \$100,000 national advertising campaign finds business for us all over the United States, and even chain drug stores such as Liggett's sell practically our entire line at full prices.

With the spreading of distribution and the assurance that the field was as productive as Mr. Gilbert originally believed, we have continued to add to the original fan a family of appliances whose chief characteristic is that they save household labor. The mixer was followed with a vibrator, a hair dryer and then a heater. After that came a ventilator for kitchen, bathroom or laundry.

Each of these products, in turn, has received a thorough test in a half-dozen major sections—one large city in New England, in New York, in Pennsylvania, Illinois, Michigan, and Missouri, together with Los Angeles and San Francisco on the Pacific Coast. These preliminary try-outs run practically concurrently and are not costly, as we go direct to an outstanding dealer and get him to work with us. We provide a percentage of the advertising money for these trials out of our regular appropriation and provide also a demonstrator trained and paid for by ourselves. The tests, which run on the average about four weeks, give us a fair idea of what the new item will do, and we are then ready to take it to the jobber and go after full distribution.

Today, following this plan of slow and tested growth, the Polar

Cub family has a juice extractor and an electric whisk broom, with other additions going through manufacturing and merchandising trials at the present moment. On top of this, the original six-inch fan at \$5 has been reduced in price to \$3.50 and eight, nine and ten-inch sizes added, the largest costing only \$9.95 retail. All are a logical outgrowth of a directed effort to supply to a large market advertised electrical appliances of daily use at low initial cost with subsequent economy of operation and with continued saving of home labor.

To handle the new line with our toy salesmen proved not so difficult as might first seem to be the case, for many toy distributors could handle Polar Cub products and therefore could be sold both toys and electric appliances by the same salesman, and on the same visit in many instances. Before putting the new products on the market, we brought our field men into the factory—as we do with new toy items, too, in annual three to four-day meetings devoted to all problems of production and selling—and laid our plans before them.

#### OVERHEAD COSTS LOWERED

We gave them a thorough grounding in the selling points of the fan and started them back to the field again, with results which I already have touched on. To keep these men on the road selling toys exclusively had been expensive. With the new product, selling in months opposite those during which toys had their major sale, general overhead costs of maintaining our force were considerably lowered.

As we went along, with electric appliances supplementing toys and with our sales experience increasing, we began to specialize on four major types of toys, of which Erector still is the feature. All the way along experience with one line helped us with the other. For example, from experience with toys we were able to adapt our demonstration plan to electric appliances, making effective and eco-

nomic use of the same salesmen and in many cases the same demonstrators who knew our toy products.

Each year in November and December, we bring our ten field men off the road and set them to work schooling demonstrators in their territory who take a Gilbert counter in local stores and who are paid salary and commission by us. We have about 400 demonstrators, including a second class consisting of regular store clerks who receive a special sales course through the mail, and we believe that they are largely responsible for our company's toy success. What we have done along demonstration lines in the electrical field has been copied from our successful demonstrations in the toy field, and we aim eventually to get similar results from 200 electric demonstrations which will run year in and year out.

#### DEMONSTRATORS ARE HIRED BY SALES MEN

At present we are testing these electric demonstrations in a limited number of stores. The store demonstrator is hired and trained by our field salesman. He is paid a salary and a commission and he works for our company but with the co-operating store. He knows all about our electric line and keeps in daily contact with the home office through a duplicate report form, the second copy of which we send to the field salesman so that he may keep in daily touch with the people working under him. The demonstrator stays in a store anywhere from four weeks to a year, in one instance our man having been with the same concern for fourteen months.

We are running about fifteen of these electric demonstrations at the present time and expect to increase them to fifty or seventy-five in December, for the good and sufficient reason that the variety of items which have built themselves around the original \$5 fan nucleus gives us a line of merchandise which is a year-round seller. It has grown from the summer item, the fan, to a group of products offering splendid sales possibilities

as Christmas gifts, many of them capable of being sold month in and month out.

Our advertising policy during the demonstration period is to make a percentage allowance for local advertising, which the dealer supplements with advertising of his own, not less than four times during the demonstration period. This plan has been eminently successful in getting stores to advertise for us and with us. Because of such advertising effort and because the intake from present demonstrations is from \$500 to \$2,000 a month, we are heading rapidly toward a policy of year-round demonstrations.

The \$100,000 which I previously said was taking care of our 1928 national advertising is distributed the year round, too, matching present-day sales, the principal campaign consisting of full pages in one general and several women's publications. A certain amount of outdoor advertising also has been done this year to take adequate care of our seasonable Polar Cub items, and we have further backed our general efforts with a broadside to 6,000 electrically-active accounts. This broadside, announcing the current Polar Cub national sales and advertising campaign and giving details about new products, new colors, new plugs, window display contest and dealer helps of many kinds, was followed up with personal calls by our own and jobbers' salesmen.

Because our appliance line has grown considerably in the last few years, we have allowed this general advertising appropriation of ours to mount to 10 per cent of gross sales on electrical goods, but we expect to be able to drop back to the 5 per cent which we originally set as effective for all Polar Cub advertising. This is, of course, exclusive of our toy advertising, which this year totals \$250,000 on a basis of 10 per cent of the previous year's gross sales.

To sum up, the gradual development of our family of electric appliances has done exactly what Mr. Gilbert expected it to do, solving the problem which many other manufacturers in other fields have

long been up against—how to get regular turnover of production, sales and finances for a seasonal line. For Polar Cub products have built up a secondary market for us which tends to become more and more stable and extensive. And this secondary market has given us a means to produce steadily the electric motor, common to all our products, while building up reserves for the Christmas toy season, and at lowered unit cost.

The Polar Cub line also has kept our toy salesmen efficiently productive at all seasons, thus reducing overhead on toy products. In addition, capital, instead of remaining frozen ten months of the year, has been allowed to turn over rapidly and therefore to work more actively for our toys.

Altogether, by bringing about financial, production and sales benefits, the development of the secondary Polar Cub line has enabled our company to expand more freely, constructively and economically in the primary field of toys—which always has been and still is our major market.

### J. A. Drake & Sons to Start Advertising Campaign

J. A. Drake & Sons, Inc., maker of Jadson's ferchrome valves, has appointed the Los Angeles office of James Houlihan, Inc., advertising agency, to conduct an advertising campaign in trade papers and aviation publications, featuring Jadson valves.

### H. R. Van Pelt with Frank Seaman Agency

H. R. Van Pelt, formerly with the Sweeney & James Company, Cleveland, has joined Frank Seaman, Inc., New York advertising agency, as an account representative.

### Thorens Lighter Account to Lyon Agency

Thorens, Inc., New York, maker of Thorens automatic lighter, manufactured in Switzerland, has placed its advertising account with the Lyon Advertising Agency, Inc., New York.

### "Liberty" to Change Size

Beginning with its issue of January 12, 1929, *Liberty*, New York, will change its format, resulting in an advertising page size of 7 by 10½ inches.

### "The New Yorker" Adds to Staff

Richard E. Mann, for six years New York representative of the *Boot and Shoe Recorder* and, recently, secretary of the Jacobean Forbes Publishing Company, has joined the New York advertising staff of *The New Yorker*.

Clifford S. Ensinger, recently on the advertising staff of the *Scientific American*, New York, has joined the Chicago staff of *The New Yorker*. Before joining the *Scientific American* he was with the International Silver Company, Meriden, Conn., as a salesman.

### E. R. Dibrell, Vice-President, Celanese Corporation

Edwin R. Dibrell, executive vice-president in charge of advertising for R. H. Macy & Company, Inc., New York, has been made vice-president, director and member of the executive committee of the Celanese Corporation of America, at that city. He will assume his new duties about the first of the year. Before joining R. H. Macy & Company, he was vice-president and senior divisional merchandise manager of Lord & Taylor, with which concern he started as a clerk nine years before

### Edwards, Ewing & Jones Changes Name

Edwards, Ewing & Jones, Inc., New York and Philadelphia, advertising agency, has changed its name to Ewing, Jones & Higgins, Inc. The name change has been made to include Alfred K. Higgins who has been vice-president of the company since 1926. The officers of the new corporation are Joseph Ewing, president, Thomas M. Jones, vice-president and treasurer, and Mr. Higgins, vice-president.

### Appointed to Represent Sacramento "Union"

The Sacramento, Calif., *Union* has appointed Conger & Moody, publishers' representatives, as its advertising representative West of Denver. Lorenzen and Thompson, Inc., publishers' representative, has been appointed to represent this paper in territory East of the Rocky Mountains.

### Mercedes Benz Appoints Arthur Hirshon Agency

The Mercedes Benz Company, New York, motor cars, has appointed the Arthur Hirshon Company, Inc., advertising agency of that city, to direct its advertising account. Magazines will be used.

### Sugar Institute Appoints N. W. Ayer

The Sugar Institute, Inc., New York, has appointed N. W. Ayer & Son to direct its advertising account.



**The NEWS is the  
daily buying guide  
for more than  
135,000 families**

(—*the greatest regular-subscriber  
newspaper audience in Indiana.*)



***The INDIANAPOLIS NEWS  
sells The Indianapolis Radius***

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

NEWS CIRCULATION IS 93% HOME-DELIVERED

# Dominant With **COLOR** in New York's Dominant Evening Newspaper

Dominant four-color advertisements added to black and white schedules have produced unusual results in the New York Market.

The Saturday Home Journal—Magazine Section of the New York Evening Journal—offers the only daily opportunity in New York to present an advertising story in COLOR.

Color lifts your product above all competition, secures dominance, increases the movement of goods and adds emphasis and interest to the balance of your schedule.

With commandingly impressive color advertisements new dealers can be secured more easily and old dealers' interest quickened. Initial orders are greater and repeat orders are larger.

E  
HICA  
Hes  
Build

We have proved these things to many of the leading advertising agencies and sales managers of America and stand ready to prove them to you.

One advertiser attributes 1,200 new accounts to the strength of color pages alone.

Another traced six carloads of merchandise sold through color pages in the Saturday Home Journal.

A third made largest net profits for New York in history of company.

A fourth gained 50 per cent general and 100 per cent chain store distribution in six weeks.

26 agencies and a score of advertisers have used COLOR in the Saturday Home Journal to produce big results. Let us show you their proven sales records.

# NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

**CHICAGO:**

Hearst  
Building

**DETROIT:**

Book Tower  
Building

**NEW YORK:**

9 East  
40th Street

**ROCHESTER:**

Temple  
Building

**BOSTON:**

5 Winthrop  
Square

*Member of International News Service and Universal Service*

*Member of Audit Bureau of Circulations*



## **Just One Year!**

### Detroit's Growth and Prosperity Calls for Advertising Action

**I**N JUST one year, 1927, Detroit built 8 hotels, 26 office buildings, 5 public buildings, 480 apartment buildings, 131 factories, 33 schools, 12 clubs, 40 churches, 7,667 residences, 11 theaters, 96 garages, 263 gasoline filing stations, 45 warehouses, 2 hospitals and 464 stores. Detroit thus builds for the future. Advertisers would do well to keep abreast of Detroit's growth, winning a market for their goods now which can not help but bring returns in increasing volume later. All the more is Detroit an exceptional opportunity because one newspaper — The News — reaches four out of every five homes taking any English newspaper.

## **The Detroit News**

New York Office

The HOME newspaper

Chicago Office

I. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 6 No. Michigan

# A.B.C. Expired Subscription Limit Now Three Months

Important Moves toward Getting Cleaner Circulation Made at Bureau's Annual Convention

THE Audit Bureau of Circulations, in its fifteenth annual convention held at Chicago last week, unanimously decided that the period allowed for subscriptions to be in arrears should be three months hereafter, instead of six months. Everybody was surprised at the ease with which the resolution went through. It had been the subject of weighty discussion by the Bureau's board of directors and had been given special consideration by President P. L. Thomson in his annual report. Then, with something near fear and trembling, it was submitted to the various divisions for what was expected to be an acrimonious discussion with agreement only problematical.

The newspaper, magazine, business-paper, advertising agents' and advertisers' divisions accepted the suggestion with little comment, apparently regarding it as a perfectly natural, inevitable upward move toward securing cleaner and better circulation. When the subject came up in the newspaper division, the publishers of one accord raised their voices in its favor. After several had expressed the wish that the rule might go even further and automatically cut off subscriptions on the day they expired, Walter A. Strong, publisher of the Chicago *Daily News*, who was presiding, asked that all in the room who followed the latter practice at present should stand. Nearly one-half stood. With this sort of background the way was clear for the passage of the resolution when it came before the main convention. The only point on which the various divisions differed was that of setting a day for the change to go into effect, the recommendations ranging all the way from three months to a year. As finally passed, the resolution provides that the time for the new rule to take hold should be left to the discre-

tion of the board of directors, giving full consideration to the problems of the publishers involved.

Another indication of the Bureau's policy of working progressively toward tightening up on circulation practices with a view to increasing quality of circulation, is to be seen in an amendment to the rules and regulations, also unanimously passed, governing subscriptions to publications sold in combination. As amended this rule now reads:

On and after July 1, 1930, where subscriptions for two or more publications are sold in combination, the price for such combination shall be the price of the highest priced publication, plus not less than 20 per cent of the combined regular subscription prices of the other publications in the combination, provided that the price shall in no case be less than 50 per cent of the combined regular subscription prices.

The previous rule, which was passed at the 1927 convention, made it 10 per cent where the new rule now provides 20 per cent.

## A NEW MEMBERSHIP DIVISION

While in the business of improving circulation quality, the Bureau passed a resolution asking that the board of directors "make a study of the desirability and feasibility of creating a new membership division of the Bureau to embrace subscription agencies and other wholesale distributing agencies whose production of subscriptions shall be subject to audit."

This action was taken as a result of remarks by President Thomson about abuses which have crept into the subscription agency business.

"Certain agencies," he said, "operate on the basis of taking 100 per cent of the subscription price, employing canvassers to produce the business. There may be cases where 100 per cent commissions are justified, as in the selling of publications with a low subscription price where the entire amount

must be spent on the expense of a thorough canvass. It has been the consistent experience of the Bureau that subscriptions thus secured must be subjected to verification letter tests.

"Not only do serious deductions invariably follow, but a hostile state of mind toward the publisher by reasons of unfulfilled promises of these non-controllable canvassers is the rule rather than the exception. A deduction made on an A. B. C. publication when the subscriber says he paid nothing for it or in some other way it falls short of the Bureau's standard penalizes him in favor of a non-A. B. C. competitor who is free to count them. Renewals are infrequent and in general the circulation represents a below-par value to the advertiser.

#### CIRCULATION DISTINCTION

"In our new magazine form a distinction is being made between circulation produced by the canvasser working directly for the publisher and remitting to the publisher or the publisher's agent, and the *uncontrolled canvasser* who sells coupon cards to the subscriber, good for a short time subscription, the agent retaining the full amount collected; and these 100 per cent commission channels of production are for the first time set forth where they can be recognized and counted. It has been suggested that the Bureau admit to membership subscription agencies whose practice is above reproach so that the business which they legitimately produce can be properly accredited on an A. B. C. report. Whether or not this be done, certainly the publishers in their groups, for the good of their own business, and the advertisers and agents, on their part, ought to awaken to the menace of the practices which are now in common use, and call upon the subscription agencies to clean house forthwith.

"Certainly our publishers do not wish to pay good money to these agencies for subscriptions for which the publishers do not get credit in their A. B. C. audits and which, by the very nature of the case, are not renewable in anything like normal quantities. Advertisers and

agencies should do their part by examining carefully the A. B. C. reports to see how much business is secured through those channels."

The Bureau ordered that its annual conventions continue to be held in Chicago, as has been the case ever since it was organized. The advertisers' division had brought in a resolution providing that, as an experiment, the 1929 convention be held in some Eastern city, probably Washington. This was proposed as a means of ascertaining whether such a change would result in a greater attendance and more interest on the part of advertisers. Ever since O. C. Harn became managing director he has been trying, with some measure of success, to increase the advertiser membership. He proposed, a year ago, that the Association of National Advertisers and the American Association of Advertising Agencies should hold their annual conventions in Chicago, as a permanent proposition, during what has come to be known as A. B. C. Week. It was his thought that the dates could be so arranged that a considerable number of advertisers and agents would thus be able to stay over for the A. B. C. meeting. For various reasons these organizations did not see fit to make the change and then it was proposed that the Bureau, in effect, should go to them.

The board of directors had the matter under consideration and then decided to put it up to the full membership. President Thomson, in his annual address, expressed himself as being favorable to the experiment. The proposition was voted down by an overwhelming majority, the consensus of opinion being that the interests of the Bureau would be unnecessarily jeopardized by taking the annual meeting around from city to city, to say nothing of the large expense involved in transporting the necessary clerical staff from the main office in Chicago each year. It was provided, however, that the board of directors should canvass the members to ascertain their sentiment as to a possible change of date of the annual meeting with the view of better suiting the con-

A  
**New Telephone  
Number**

After  
**November 3d**

**MEDallion**  
**3500**

**CHARLES FRANCIS PRESS**  
PRINTING CRAFTS BUILDING  
**461 EIGHTH AVENUE**  
**NEW YORK**

venience of the majority.

The president reported that the Bureau has added three trained auditors and is proposing to secure several more. This has been done to avoid having the Bureau's regular service to members slowed down by long drawn out investigations of local newspaper situations, several of which have been made during the last year.

"Your board of directors," Mr. Thomson said, "sitting as a court, has spent days listening to the recital of amazing evidence of deliberate and successful efforts to misrepresent newspaper circulation figures. It has suspended from membership three dailies—two of them newspapers of outstanding influence and a hitherto honorable name. Similar charges are now before the board with respect to other properties. Is it not time for the members of this Bureau to call a halt on crooked circulation practices? The Bureau can continue indefinitely to suspend or otherwise discipline offenders but the condition will never be permanently corrected until owners of publications recognize that these practices are morally wrong and economically unsound. They should not be condoned."

Expiring terms on the board of directors were filled as follows:

**Advertisers:** Verne Burnett, General Motors Corp., Detroit; Ralph Starr Butler, Postum Company, Inc., New York; Edward T. Hall,Ralston Purina Company, St. Louis; William A. Hart, E. du Pont de Nemours & Co., Wilmington; Frank W. Harwood, American Tobacco Co., Inc., New York; L. A. McQueen, The B. F. Goodrich Company, Akron; Charles W. Stokes, Canadian Pacific Railway Co., Montreal.

**Advertising Agents:** Ernest I. Mitchell, Mitchell-Faust Advertising Co., Chicago.

**Newspapers:** David B. Plum, Troy, N. Y.; Record; J. F. Bresnahan, New York World; George Burbach, St. Louis Post-Dispatch.

**Magazines:** F. W. Stone, *America's Review of Reviews*, New York.

**Farm Papers:** Marco Morrow, The Capper Publications, Topeka, Kan.; W. C. Allen, *Dakota Farmer*, Aberdeen, N. D.

**Business Papers:** Mason Britton, McGraw-Hill Publishing Co. Inc., New York.

All of these represent re-elections with the exception of Mr. Burbach, who takes the place of W. B.

Bryant of the Paterson, N. J., *Press-Guardian*, and Mr. Allen, who succeeds Horace C. Klein, of the Webb Publishing Company, St. Paul, Minn.

The newly organized board of directors re-elected P. L. Thomson as president, Ernest I. Mitchell as secretary and E. R. Shaw, of *Power Plant Engineering*, Chicago, as treasurer. O. C. Harn continues as managing director.

The Bureau, by a standing vote, expressed its thanks to President Thomson, Managing Director Harn, Chief Auditor Chandler and their staffs for the good work they have done during the last year, resulting in increased efficiency. Thanks also were extended to F. R. Davis, of the General Electric Company, and the other members of the committee on form revision for their "successful efforts in attaining the betterments evidenced on the new magazine form."

Paul Block was officially thanked for entertaining the visiting members of the Bureau at a theater party.

### J. J. O'Brien to Join Brokaw and Company

John J. O'Brien, advertising manager of the Second Ward Savings Bank and Second Ward Securities Company, Milwaukee, has been appointed sales promotion manager of Brokaw and Company, Chicago, investment bankers. He will take over his new duties on November 1.

### H. van H. Proskey to Leave Frank Seaman

H. van H. Proskey has resigned as secretary and a director of Frank Seaman, Inc., New York advertising agency, effective November 15.

### "The Car Card" Adds to Staff

Walter S. Newhouse, Jr., has been made assistant editor of "The Car Card," New York, succeeding A. W. Holmes, resigned. James R. Daniels, formerly with *The Bank Director*, has joined the editorial staff.

### D. A. Ford Joins Lee E. Donnelley Agency

D. A. Ford has joined The Lee E. Donnelley Company, Cleveland advertising agency, in charge of market research.

# NATION'S BUSINESS

NOVEMBER, 1928

*The  
Business Man  
—a Practical  
Socialist*

READ  
Homer Ferguson  
Samuel O. Dunn



Mr. Elmer J. Bliss, Pres.,  
Regal Shoe Company,  
125 Summer St.  
Boston, Mass.

"I find practical and constructive  
suggestions in every issue of  
NATION'S BUSINESS."

Elmer J. Bliss, President  
Regal Shoe Company, Boston, Massachusetts.



MORE THAN A QUARTER MILLION CIRCULATION

# Announcing Aig KYW-K *under the rec* **CHICAGO ER**

Programs that  
are unexcelled  
anywhere ~

Such sparkling talent as Isham Jones and his Congress Hotel orchestra, Ted Fiorita and his Edgewater Beach Orchestra and the famous studio orchestra under the direction of Jules Herbulaux, are daily features on its programs. In addition, noted stage and opera stars and selected talent from the middle west, who are famed the country over, provide entertainment that brings applause letters by the thousands from radio fans.

Probably no station has greater listener interest than K.Y.W. A pioneer in the middle western radio field it has always been immensely popular. Now with the exceptional talent it controls and with amplified facilities, it has become the leading station in this section.

**CHICAGO'S QUALITY RA**

One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people

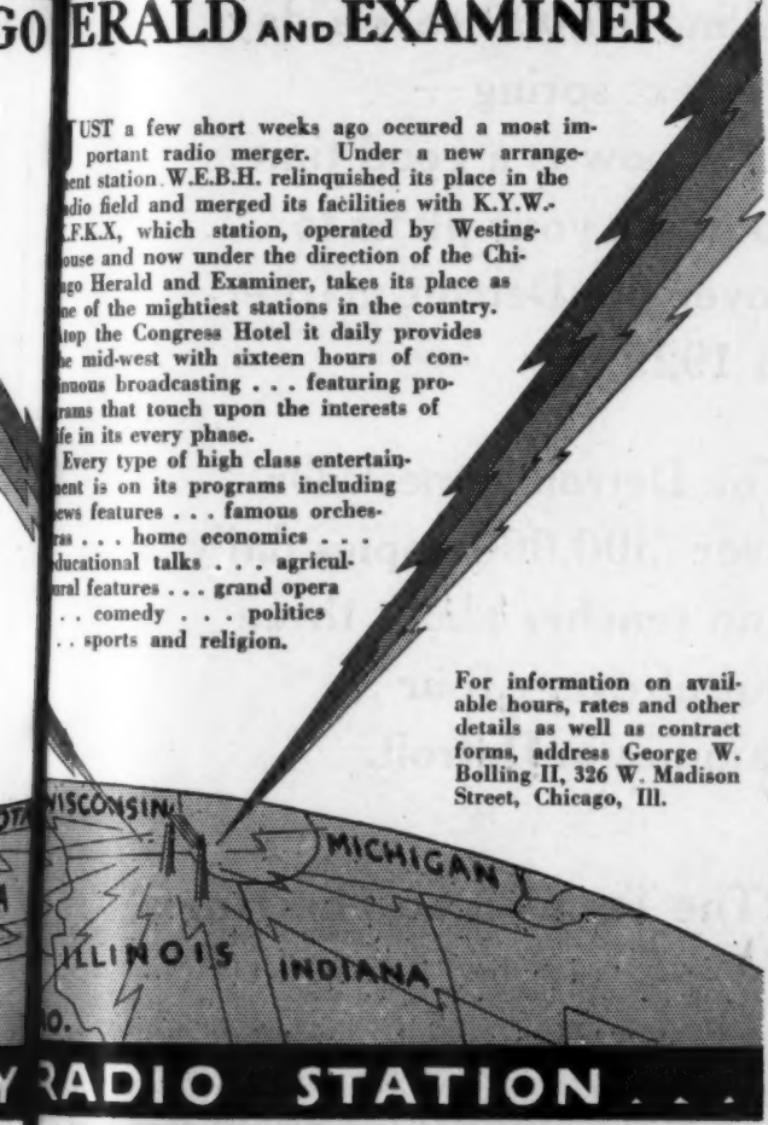
# or Aighty Radio Merger

# KFKX [ OPERATED BY WESTINGHOUSE ]

## the direction of the GENERAL AND EXAMINER

JUST a few short weeks ago occurred a most important radio merger. Under a new arrangement station W.E.B.H. relinquished its place in the radio field and merged its facilities with K.Y.W.-KFKX, which station, operated by Westinghouse and now under the direction of the Chicago Herald and Examiner, takes its place as one of the mightiest stations in the country. Atop the Congress Hotel it daily provides the mid-west with sixteen hours of continuous broadcasting . . . featuring programs that touch upon the interests of life in its every phase.

Every type of high class entertainment is on its programs including news features . . . famous orchestras . . . home economics . . . educational talks . . . agricultural features . . . grand opera . . . comedy . . . politics . . . sports and religion.



For information on available hours, rates and other details as well as contract forms, address George W. Bolling II, 326 W. Madison Street, Chicago, Ill.

## RADIO STATION . . .

Member of International News Service and Universal Service  
Member of Associated Press  
Member of Audit Bureau of Circulations

**Henry Ford has predicted  
the possibility of making and  
selling 10,000 cars a day  
by next spring—  
right now is a good time  
to make your plans to  
cover the Detroit market  
in 1929.**

**The Detroit Times sells  
over 300,000 copies daily  
and reaches about three  
out of every four  
families in Detroit.**

## **"The Trend is to The Times"**

**One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people**

*Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations*

---

---

# How the Westinghouse Sales Promotion Department Functions

A Sales Promotion Personnel Is Ambidextrous—It Knows How to Sell and It Knows How to Advertise

By George Maertz

Philadelphia District Advertising Manager, Westinghouse Elec. & Mfg. Co.

MANY of us, as advertising men, live so closely to our work and think so much of the mechanics of advertising—copy, layout, borders, engravings, type, etc., that we sometimes unconsciously overlook the "spirit" of advertising. What may be good advertising is not necessarily good selling. Conversely, a salesman, of necessity, is also interested chiefly in one thing—getting orders. Constantly selling against an established quota, perhaps; frequently called upon to adjust some trouble in the field, expected to average a certain number of calls per day—many factors take up so much of his time that he lives day by day with the dominating thought that he must spend only enough time with a customer to get an order. And in a company marketing a varied line of products he quite naturally follows the line of least resistance and concentrates his selling efforts on those items for which he has a particular fancy or which offer the least sales resistance, and the other lines suffer.

Now a systematic series of sales promotion efforts, with a due appreciation and recognition of the "spirit" of advertising and of the "spirit" of selling, can do much to put *all* forms of advertising to work and make the ground fertile for the direct selling effort to follow. It can do much to help the salesman not only sell more of the products in which he is particularly interested, but in raising his average for the sale of all lines so that he becomes a many-products salesman instead of a limited-products salesman.

In the Westinghouse organiza-

tion a sales promotion personnel, under the general advertising manager, is charged with the responsibility of putting advertising and advertising ideas more effectively to work. How does this sales promotion personnel function in co-ordinating the activities of the advertising and selling effort?

First, and most important, it is responsible for the development of a comprehensive and well balanced sales plan, with a definite objective. I think you will all agree that any advertising effort to be effective must first have a definite plan in mind. Detached advertising effort consisting of one or two pieces of direct mail, one or two trade-paper advertisements, or one or two pieces of any advertising medium that does not form a part of a very definite plan to accomplish a set purpose is, in my opinion, of little or no value. Sometimes, I fear, the printer or publication gets more results out of such efforts than the advertiser. This, of course, is the advertiser's fault. Yet, I know, from experience and observation, that this takes place almost every day among some advertisers.

So in helping to develop a workable sales plan we must ascertain a few pertinent facts. This is one of the fundamentals of advertising, yet strange as it may seem, much of the terrific waste that exists in advertising today is because due consideration has not been given to ascertaining these facts and then incorporating them in a *workable* plan.

For instance: Just what does the sales department want a certain advertising effort to accomplish? Is it to be a purely educational effort to establish a broad background for a new product, or a

Portion of an address delivered before the recent convention at Philadelphia of the Direct Mail Advertising Association.

new application of an old product? Is it to produce inquiries with a certain plan of follow-up? Is it to sell direct through the mail? Is it something in which the jobber or dealer can play a part, no matter how small? What is the potential market for the product? How much is it worth to move the product from the factory? Is the sales force geared up to do this particular job at this time or does something else interfere? Is the object to develop a whole industry on all the company's products applicable to that industry so as to make it company-conscious?

There is nothing new or spectacular in this method of approaching the problem. Any good advertiser will say that such things are understood. And yet it is amazing how often the advertising effort is foreign to the sales effort, or how little the selling effort is wedded to the advertising effort, showing a lack of unity on the part of two departments which should function as one.

Suppose it is desired to initiate a sales promotion effort in one industry to make it company-conscious. What are some of the steps taken? The sales promotion personnel to develop a workable plan must first have some statistics. The sales department has, or should have, ready access to statistics and facts pertaining to the industry selected for sales stimulation. Why not make use of them?

Take the paper and pulp industry as an example. How large is it? What is its invested capital? What is its annual dollar production? How many mills? Where are they located? What is the estimated total annual demand for a particular kind of equipment? How much of this business do we obtain? How much should we obtain as a fair share? Who are the chief competitors? What different pieces of apparatus find a ready market in this industry?

These facts are necessary not alone to help shape the quantity and nature of the advertising effort to be exerted. They enable the salesman to form a better picture of a particular industry as a whole

instead of in terms of a half dozen plants that may be located in his immediate territory; they give him a more intimate perspective of his market. They dramatize the part he plays to justify his position in the economic distribution of his line. Having ascertained the above for our plan, we next study the forms of advertising and advertising mediums that can best be used to reach this market effectively, economically and satisfactorily.

I may say here that general publications, such as circulars, leaflets, folders, etc., descriptive of our apparatus, are standard literature with us, being extensively used in everyday correspondence by the sales department. But we have found that these publications can be very effectively used in many of our direct-mail campaigns as a part of the whole advertising and sales plan. When it is felt expedient to incorporate additional forms of advertising literature in any particular activity, the mechanics of producing such other pieces can readily be set into motion. Production of such material becomes an easy matter when one knows what one wants or should have. Even preprints and reprints of trade-paper advertisements are utilized as mailing pieces.

Now that we have studied our market for one industry and developed a definite plan to reach it, we chart our course to a fixed destination propelled by the motive power of *all* forms of advertising necessary to reach port.

The more important and more expensive publications are not sent out promiscuously—they must be requested by interested individuals. This acts as a sort of test to determine how seriously the trade takes our efforts. The unusually high average of returns from such mailings proves conclusively to us that we are on the right track, that our advertising must be of interest, that all these sales aids form a broad, fertile background, that our products do receive consideration.

Many times the returns total 50 to 60 per cent of all names mailed. Many requests are continually received for some suitable binder to

**T**O DATE nearly 30,000 people have inspected the four Master Model Homes sponsored by The Free Press in Detroit.



**C**OMpletely furnished and decorated by Crowley Milner & Co. of Detroit and built of standard, nationally known building materials after designs submitted in The Free Press Architectural Competition, these homes have formed a striking object lesson to the present and prospective Detroit home owner.



**N**O newspaper enterprise can be productive of more

permanent worth than such a movement. Home owning and home keeping after all represent the basic market of all America.

Practically all advertising has the home as its objective. Stimulate the erection of good homes—of beauty and aesthetic values in the home, then is the market for all merchandise automatically broadened and strengthened.



**H**ERE then is personally conducted assistance in making advertising in The Detroit Free Press of constantly increasing value and effectiveness.

## The Detroit Free Press



**VERREE &  
National**

New York

Chicago

Detroit

**CONKLIN, INC.  
Representatives**

San Francisco

be supplied so that the recipient may save the advertising pieces mailed him for future information and consideration. Acknowledgment from presidents, and other high executives of industrial plants and even from electricians and mechanics in overalls are frequent occurrences. In practically every mailing we tie-in the salesman in some way, asking the recipient to discuss with our representative when he calls a particular feature of the product mentioned, ask to see a sample our representative has with him, or to get more intimate engineering details from him, etc.—anything to keep the salesman more alert to offer his customer a service.

Need I say that the salesmen must be kept in constant touch with whatever is done? In such endeavors the right hand should always know what the left hand is doing. The complete plan, its purposes, its objectives, its mechanics of operation, etc., should be presented him, in some form. One thing is sure: by the time we have finished making an industry Westinghouse-conscious, let us say, the salesman himself knows more about his market, his possibilities and certainly more about the *complete* line of the goods he has to sell. And what is more he knows the value of well directed advertising effort and uses it.

I sometimes think that advertising is being asked to carry too heavy a load. Beyond a certain point advertising cannot go on alone. It longs for the company of good salesmen and good dealers. Too often does advertising bring a customer to our very doors only to be driven away by indifferent salesmanship. As advertising men, however, we should not, we cannot, sit idly or mutely by and with a shrug of our shoulders say, "well, the advertising is O. K., but the sales department is at fault" no matter whether it be the sales force of the manufacturer, the jobber or the dealer. As advertising men we have a product to sell—not alone the product we are advertising, but the advertising itself. It is *our* problem—we must solve it. It is but right in the scheme

of things that advertising effort should lead. But it is also our responsibility to see that every possible use is made of the product emanating from the advertising laboratory to the end that it fulfills its productive destiny. I submit to you that sales promotion is the tool which can most effectively accomplish this mission.

A sales promotion personnel is ambidextrous. It knows how to sell and it knows how to advertise.

Being ambidextrous, it knows more intimately just what advertising assistance the sales department needs or should have. It knows how to translate advertising efforts and ideas into a graphic language for the salesmen to use effectively.

It knows how to plan the work to do.

It knows how to work the plan.

It knows how to make salesmen better advertising men.

It knows how to make advertising men better salesmen.

It knows how to reduce the time element between the appearance of an advertising effort and action by the reader in buying.

Sales promotion is advertising insurance.

There are many factors involved in the effective and economic distribution of goods, but advertising and selling are admittedly outstanding in importance. Any influence brought to bear in developing these two factors to a higher and more productive plane may certainly be regarded as a valuable aid in solving some of the problems confronting the advertiser in this "Age of Distribution." Surely the instrument of sales promotion, forcefully and intelligently used, is such an influence.

### C. L. Fisher Leaves Fisher-Wilson Agency

C. L. Fisher, chairman of the board of directors of the Fisher-Wilson Advertising Agency, St. Louis, has disposed of his interest in that company. He organized the agency in 1904.

Miss D. E. Nirdlinger, who joined the agency as secretary-treasurer one year after its organization, and who has been vice-president for the past eleven years, has also disposed of her interest.



## What's back of the space you buy?

THE newspaper offering full value to advertisers sells something more than white space. In Jacksonville and Florida, The Florida Times-Union backs the space you buy with a record of sixty-three years of sound growth, of building public confidence, of consistent public service. That's the "un-earned increment" YOU get when you advertise in the Times-Union. Valuable? You bet it is—because it takes years of hard work to build even a little of it. You can see what it means to YOU—because confidence in the Times-Union means confidence in its advertisers. Your schedule can't be complete, if you sell in the South, without

# The Florida Times-Union

JACKSONVILLE, FLA.

Represented nationally by

**REYNOLDS-FITZGERALD, Inc.**

(Formerly Benjamin & Kentnor Company)

New York . . . . .	3 West 45th Street	Philadelphia . . . . .	1524 Chestnut Street
Chicago . . . . .	203 N. Wabash Avenue	Los Angeles . . . . .	117 West 9th Street
	San Francisco . . . . .		58 Sutter Street





The largest  
magazine  
for MEN

**The Elks**  
*Magazine*

850,000 Identified Subscribers

50 East 42nd Street      New York City



# Still Filling Cash Registers for Northwestern Merchants

Money from Northwestern dairy herds is pouring in on retail merchants. In Minnesota alone nearly 35% of the farm income is from dairy products. The U. S. Department of Agriculture says:

"The dairy industry is in relatively good shape with prices at about the highest level since 1920, with feed prices easing off and with cows at very high prices."

The Northwest also has a bumper corn crop this year, and with high prices for their beefeves and hogs, they're willing *and able* to buy your product. This is shown by the fact that during the first six months of 1928 farmers in the ninth Federal Reserve district spent \$75,000 more for tractors than in the same months of 1927.

The one weekly farm paper covering the rich agricultural Northwest is

**THE FARMER**  
Wells Publishing Co., Saint Paul, Minnesota  
*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
307 No. Michigan Ave.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
250 Park Avenue,  
New York

*A Northwestern Institution Since 1882*  
*Member Standard Farm Paper Unit*

# Don't Overload That Blunderbuss of Humor

Or Inclination to Buy the Product May Be Shattered

By Irvin M. Shafrin

Copy Director, C. E. Falls Service Company

**H**OWARD DICKINSON'S airy little article\* appealing for more humor in advertising is a praiseworthy tribute to tolerance and the generosity of human nature. But the blunderbuss, I am afraid, becomes a boomerang in most cases. Essentially, there is nothing humorous about spending money; most of us work too hard for it to let it go with a laugh. I might be reminded of the many thousands spent for Chaplin's movies and Ed Wynn's antics, but this is entirely and apart from advertising, which endeavors to sell a commodity and not entertainment.

Take Bill Gronick, for example, an average buyer of goods. Bill is a hard-working foreman in a machine shop. His personal inventory includes a wife and four children. He has payments to make on his home, and taxes. There is an automobile to keep up, and innumerable bills to meet each month. His assets and his liabilities are sparring and dueling with each other continually. Life is a most serious business, with the other fellow enjoying the comical aspects at Bill's expense.

Mr. Gronick buys sugar because he has to—his coffee won't taste right without it. He buys shoes and school-books for Henry and Olga because his fatherhood must be respectable. Duty compels him to spend money for these things, and when he is compelled to spend he is like a mule at the end of a rope. He will, on occasion, sneak off to a burlesque show with two or three of the boys; this is sheer pleasure, albeit he justifies his expenditure in his own mind even then. His mate never hears of it.

Let us turn the spotlight on Mrs. Gronick. Every day she scans the

department store advertisements to see what can be bought for 69 cents, 89 cents and \$1.19. Suppose that instead of the realistic illustrations and detailed descriptions these advertisements began lampooning the uses of aprons, printed voiles and aluminum cooking pots. Mrs. Gronick would instantly become doubtful, resentful, suspicious. Her purchasing mood expires; her buying sense, formerly acute, becomes dull. Mrs. Gronick becomes impregnable; nothing funny about spending money for her.

#### WHY DO YOU BUY SOAP?

Consider Mr. Dickinson's citations of soap and automobiles. Granted that there are many human and really comical adventures that befall the users of these commodities. But comic advertising will not accelerate their sale. True, people often slip on a bar of soap; sometimes children even swallow it. But a given brand of soap is bought because it prevents body odor, because it floats or because it is fragrant. Certainly not because it is so hard to find when it slithers under the tub.

The counter argument might be advanced that people are keen for clowns in a circus, amusing vaudeville performers, comic strips, Milt Gross and Bugs Baer. They react in identical fashion when they see an amusing advertisement. They laugh, they mention it to their friends; the name of the advertised product lingers at the tip of their tongues, but do they buy that product? Contrarily, and unfortunately, it assumes the same significance in their minds as Mutt and Jeff, Andy Gump or the Katzenjammer Kids.

I will admit that humor could be used effectively to stir the purchasing instincts of a man like Bernard Shaw or Sinclair Lewis, who can-

\*"Let's Borrow the Flit Blunderbuss of Humor," October 11, 1928, page 10.

not be influenced by ordinary advertising. But to the rank and file of us the spending or investing of money is a serious proposition; humor in advertising borders on levity. Commodities like toy balloons, masquerade costumes, all-day suckers and the like are in their proper environment when humorously advertised. But when you come to automobiles, washing machines and shoes it's another story.

The blunderbuss of humor should not be loaded with too much buckshot. The advertiser is likely to get burnt; the prospective purchaser's inclination to buy the product may be shattered into a million useless bits. The purpose of humor is entertainment; the prime purpose of advertising is salesmanship. Let the lampooning drummer enter the hardware store of a country merchant and see how far his "line" gets him. It is the same with the reader of advertising. Humorous advertising campaigns are seldom sustained. They are tried as an experiment; they do not get beyond that stage.

I have witnessed many "serious" advertisements being laughed at, but I have yet to see a humorous advertisement taken seriously.

### Clement Ehret Heads Office Equipment Institute

Clement Ehret has been elected president of the Office Equipment Institute. His duties in this position will not conflict with his present work as vice-president in charge of sales of the International Business Machines Corporation, New York. Other officers elected are L. C. Stowell, Dictaphone Corporation, vice-president, and H. I. Russell, Remington Rand Business Service, Inc., secretary and treasurer.

### New Account for Syracuse Agency

The Handy Washer Company, Syracuse, N. Y., manufacturer of washing machines, has placed its advertising account with The Z. L. Potter Company, advertising agency of that city.

### G. C. Hubbs, Vice-President, Dunlap-Ward

George C. Hubbs, formerly sales manager of Dodge Brothers, Inc., Detroit, has joined the Dunlap-Ward Advertising Company Inc., Cleveland advertising agency, as vice-president.

### Whether Orders Are Best Reports Depends on Three Things

GEORGE K. BROWN COMPANY, INC.  
CHATTANOOGA, TENN., OCT. 8, 1928

*Editor of Printers' Ink:*

As to whether or not the author's conclusions as outlined in the article, "Orders Are the Best Kind of Salesman's Reports," [October 4 issue] are correct would depend on three things, as we see it. First, the kind of salesmen employed, second, the kind of sales manager looking after them, and third, the articles sold and the policies of the company selling them.

There is no question that there is a tendency always in most organizations to load salesmen down with a lot of non-selling functions, coupled up with a bunch of non-income producing reports. But I doubt if there are many businesses in which the Simon pure simplicity advocated by the author of "Orders Are the Best Kind of Salesman's Reports" would work out satisfactorily.

In our own business we try to strike a sort of happy hunting ground out in the middle, with our strongest defenses erected against the tendency toward too much useless system.

L. J. WILHOIT,

### "The Glass Packer," New Publication

*The Glass Packer* is a new trade publication, published by Ogden-Watney Publishers, Inc., New York, designed to reach the food industries using glass packages. John T. Ogden is editor and Cornelius Watney, manager, is in charge of advertising. The type page size is 6½ by 10 inches.

### Chicago "Daily News" to Add New Section

The Chicago Daily News will add a regular mid-week tabloid rotogravure section. The new section which will be devoted to books, drama, travel, the arts, society, women's affairs and special feature material, will make its first appearance December 5.

### Chilton Pen Company Appoints E. B. Thomas

Everett B. Thomas has been appointed assistant sales manager of the Chilton Pen Company, Boston. He recently was assistant sales manager in charge of advertising of the Simplex Electric Heating Company, Cambridge, Mass.

### J. H. S. Ellis with Critchfield Company

J. H. S. Ellis, formerly with the Chicago copy staff of the Wm. H. Rankin Company, Inc., has joined the staff of Critchfield & Company, advertising agency of that city.

## BIRMINGHAM IS BUILDING !!

August gain of 5 3-10% over  
August, 1927 in building

Birmingham's gain of 5 3-10 percent in building operations during August, 1928 over August, 1927 is 2 percent higher than the average for the Southern States for that same period. The 37 states east of the Rocky Mountains suffered a loss of 6 percent for the same periods.

Birmingham's building expansion is an indication of the rapid industrial and commercial growth of "The South's Greatest Industrial City" . . . a fertile market for your products.



**The Birmingham News**

AND AGE-HERALD

*The South's Greatest Newspaper*

<b>MORNING</b>	<b>EVENING</b>	<b>SUNDAY</b>
National Representatives		
<b>KELLY-SMITH COMPANY</b>		
New York - Chicago - Boston - Philadelphia - Atlanta		

# Farm Papers Study Best Market Analysis Methods

Results of I. A. A. Survey of Agricultural Press Revealed at Brief Annual Meeting

**D**ISCUSSION at the annual meeting of the Agricultural Publishers' Association, held in Chicago last week, revolved around the new plan for the arrangement of agricultural statistics on which this group is working in conjunction with the Bureau of Research and Education of the International Advertising Association. The question was first approached at the Detroit meeting of this group in July.

Last week's session resulted in President Fred Bohen, of *Successful Farming*, Des Moines, Iowa, being authorized to appoint a committee of representative research men from among the thirty-six member papers to study the question of standardized data and to formulate a program of uniform statistics with regard to farm trade. This committee will meet in Chicago shortly.

Professor N. W. Barnes, director of research for the International Advertising Association, reported briefly the results of the questionnaire which his department has sent to farm papers on this subject of standardized farm market data.

In answer to the question: "What do you estimate you spent in securing and publishing market data in 1927?" the responses showed that sums ranging all the way from less than \$1,500 to \$40,000 were expended for this work. Out of twenty-four replies, seventeen said that such expenditures were on the increase.

When asked whether they believed that a standard arrangement of basic facts about farm markets should be adopted by all farm papers, out of twenty-four replies, twelve answered in the affirmative, four in the negative. Eight others replied in the affirmative but qualified their answers by pointing out the limitations of standardization.

A refinement of this same question, concerned with the advantage or disadvantage in having fundamental data about farm markets consolidated in a single volume published co-operatively, if a practical plan could be found, brought thirteen definitely affirmative answers, eight others with reservations and one negative response.

Still another question asked under what conditions advertisers or advertising agents were furnished with special surveys. A typical answer to this indicated that there can be no set rule; such surveys are made whenever good judgment makes it advisable.

When asked what types of such special surveys are being offered by the farm press, one member summed up the feeling with the statement that farm publications are engaging in practically the same activities as are the newspapers, though their services do not seem to be as highly developed.

At this meeting, the *Nor'-West Farmer*, *Ottawa Farm Journal*, *Farm and Dairy* and *Farm and Ranch Review* were admitted to membership. T. W. LeQuatte, *Farm Life*, Spencer, Ind., and W. G. Campbell, *Indiana Farmers Guide*, Huntington, Ind., were named to represent the association on the International Advertising Commission.

Horace C. Klein, *The Farmer*, St. Paul, Minn.; W. C. Allen, *Dakota Farmer*, Minneapolis; J. F. Young, *Pacific Northwest Farm Trio*, Spokane, and T. D. Harmon, Capper-Harmon-Slocum, Inc., Pittsburgh, were re-elected members of the board.

## R. K. Rooney with Oakite Products, Inc.

Roderick K. Rooney, formerly with the advertising department of *Machinery*, has joined Oakite Products, Inc., New York, in charge of industrial advertising.

# 754,940

**A new high record sale of  
the Sunday edition.**

**Sunday, October 28, 1928 - 754,940**

**Sunday, October 30, 1927 - 687,473**

---

**Gain - 67,467**

**A rapidly increasing sale to  
the largest group of readers  
of the highest quality  
reached by any publication.**

## **The New York Times**

**[ Send for information of exceptional interest  
to advertisers on the relative cost of using  
national magazines and The New York  
Times Rotogravure News Picture Section  
or Magazine (black and white rotogravure). Address Advertising Department. ]**

# It's the Folks Back Home

*Who constitute the reading  
millions—remember this when  
writing advertising copy*

**I**N the United States, there are approximately one hundred fifteen million people of whom little more than 1% are college graduates.

Only one person in two has a complete grammar school education.

There are only a comparatively few folks in the country who belong to literary clubs, and scarcely one person in a hundred thousand with a vocabulary of over two thousand words.

That's a thought the experienced advertising writer carries always in his mind. So he puts what he has to say in terms the two thousand word vocabulary of the millions covers.

And, after all, that is a very simple thing to do. Some admittedly Great Men, Abraham Lincoln for instance, have done it; to say nothing of writers like Flaubert and DeMaupassant—or, the writers of the Bible.

The only place for "highbrow" presentation is in matter intended for restricted circulation among the

faculties of colleges, schools, members of reading societies and to ladies of the *Follies* class about to embark in society. Never circulate it along Main Street.

That is basic in writing to the millions.

The way to make it pay is to make it simple, to make it plain.

And to make it pay is the common-sense goal of advertising.

Study successful advertising; note how simple it is.

Study the news columns of great newspapers. Mark how simply they give the news of the day to the millions.

Study the big circulating magazines. Note how they are edited to meet the folks back home on the honest footing of mutual understanding.

It is a study, far more important to the man writing advertising that is expected to sway the millions to the point of spending money, than all Freud ever wrote, Mencken ever expounded or George Bernard Shaw ever conceived.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
800 N. Michigan Avenue

LOS ANGELES  
1131 South Broadway

NEW YORK  
247 Park Avenue

WASHINGTON  
400 Hibbs Building

LONDON  
Victoria Embankment

SAN FRANCISCO  
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

Nov. 1, 1928

# Department ▲ ▲ ▲ Store LECTURES —for Housewives



PRUDENCE PENNY

THE New York American has enlarged the scope of its "Woman in the Home" department by inaugurating a series of bi-weekly lectures and demonstrations at prominent New York Department Stores.

Every Wednesday at 2 P. M. at Hearn's—and every Friday at 3 P. M. at Bloomingdale's—Prudence Penny, home economics expert for the New York American, meets Metropolitan housewives in person—telling them what is latest and best in labor-saving household appliances—in the preparation of foods—and in the beautifying of the home through interior decoration.

Advertisers of products that go into the home will find these demonstrations open up a new and valuable sales outlet in the New York Market.

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

**New York American**

NEW YORK  
1834 Broadway

CHICAGO  
711 Hearst Bldg.

DETROIT  
General Motors Bldg.

SAN FRANCISCO  
625 Hearst Bldg.

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

# The Grocery Industry Cleans House

Conference with Federal Trade Commission Brings Voluntary Elimination of Certain Practices

**A**T a Trade Practice Conference held in Chicago last week, presided over by C. W. Hunt, of the Federal Trade Commission, leading elements of the grocery industry got together on a so-called code of ethics governing the distribution of food products. All were in harmony in the main hearing which was attended by more than 500 people; the fighting—and there was plenty of it—was done in a series of preliminary conferences held during the week.

The organizations participating, and which finally gave unanimous approval to the compromise resolutions, are these: The American Grocery Specialty Manufacturers' Association, the National Wholesale Grocers' Association, the American Wholesale Grocers' Association, the National Association of Retail Grocers, the National Canners' Association, the National Food Brokers Association, and the Sugar Institute. The chain-store interests, considerably to the surprise of everybody, withdrew at the last moment after having taken an active part in the opening discussions.

Here are the resolutions, in the form they assumed after many hours of give-and-take by the divergent interests represented in the conference:

**Rebates and Price Discrimination**—WHEREAS, it is essential in the interest of the trade and the consuming public that the production and distribution of grocery products be conducted in accordance with sound principles of economics and justice in order to afford an equal opportunity to all manufacturers and merchants and to secure effective competition in serving the public, be it

RESOLVED, that (1) terms of sales shall be open and strictly adhered to; (2) secret rebates or secret concessions or secret allowances of any kind are unfair methods of business; (3) price discrimination that is uneconomic or unjustly discriminatory is an unfair method of business.

**Free Deals**—WHEREAS, free deals operate to induce merchants to pur-

chase beyond their economic sale requirements, automatically reduce values and overstock the trade, retard the turnover and produce unsound conditions, be it

RESOLVED, that free deals which are uneconomic or unjustly discriminatory are unfair methods of business.

**Premiums as Selling Inducement**—WHEREAS, the practice of offering premiums, gifts or prizes by the use of any scheme which involves the elements of chance, misrepresentation or fraud is against the trade and public interest, be it

RESOLVED, that the offering or giving of prizes, premiums or gifts in connection with the sale of grocery products or as an inducement thereto by any scheme which involves lottery, misrepresentation or fraud is an unfair method of business.

**Commercial Bribery**—WHEREAS, commercial bribery is an unmoral practice and therefore against the trade and the public interest, be it

RESOLVED, that commercial bribery, whatever the bribe, however it is given and whether it is given with or without the consent of the employer is an unfair method of business.

**Price Cutting**—WHEREAS, the practice of selling at prices which are uneconomic or misleading is against the trade and the public interest, be it

RESOLVED, that selling an article at or below delivered cost except on special occasions for recognized economic reasons and the use of any uneconomic or misleading selling price is an unfair method of business.

**Forced Selling**—RESOLVED, that the abuse of buying power to force uneconomic or unjust terms of sales upon sellers and the abuse of selling power to force uneconomic or unjust terms of sales upon buyers are unfair methods of business.

**Group Selling**—RESOLVED, that the practice of compelling the purchase of several or a group of products as a condition to the purchase of one or more of them is an unfair method of business.

**Failure to Fill Orders**—RESOLVED, that failure by wholesaler to fill orders accepted by him is an unfair method of business.

**Failure to Accept Delivery**—RESOLVED, that the failure by a retailer to accept the delivery of orders given by him is an unfair method of business.

**Substitution**—RESOLVED, that the substitution by a wholesaler or a retailer of any product for the product ordered is an unfair method of business.

**False Advertising**—RESOLVED, that the making, causing or permitting to be made or publishing of any false, untrue, misleading or deceptive statement by way of an advertisement or

otherwise concerning the grade, quality, quantity, character, nature, origin or preparation of any grocery product is an unfair method of business.

*Deceptive Containers*—RESOLVED, that the use of deceptive slack-filled or deceptively shaped containers is an unfair method of business.

*Drop Shipments*—WHEREAS, the abuse of the factory drop shipment practice is uneconomic and unjustly discriminatory therefore be it RESOLVED, that such an abuse is an unfair method of business.

*Deviation from Discount Agreement*—RESOLVED that any deviation from the original agreement with respect to discount for cash terms is an unfair method of business.

*Exclusion from Market*—RESOLVED, that any joint trade action which unjustly excludes any manufacturer, merchant or product from a market is an unfair method of business.

*Diversion of Brokerage*—RESOLVED, that any diversion of brokerage resulting in uneconomic or unjust price discrimination is an unfair method of business.

These resolutions constitute the new code which it is hoped the various elements in the grocery industry will adopt and use. The code, however, was recognized as merely a beginning. To provide continuity of effort along this line, the conference agreed that "this Grocery Trade Practice Conference, held under the auspices of the Federal Trade Commission, be a continuing organization to act for the progressive elimination of unfair and uneconomic trade practices from the grocery trade, and that the conference create an executive committee with a membership representative of the grocery trade, authorized to plan the action of the conference subject to its direction."

It was generally recognized that the success or failure of this voluntary housecleaning process undertaken by the grocery trade depended upon the forcefulness with which the continuing process was carried out. Sidney Ballou, executive secretary of the Sugar Institute, warned the conference that it was undertaking a task of enormous difficulty.

"Speaking from the standpoint of one who has had some experience in trade associations," he said, "I wish to tell this conference that unanimously adopting a code of ethics of this kind is only the first step in its purpose. It is true, of course, that in providing for the

continuance of the work you have a strong and continuing organization. But it is equally true that the organization's work will be well nigh futile within forty-eight hours after a practical application of any one of these resolutions which you have adopted. I wish to urge upon those that have the direction of any continuing organization that they create some committee or some body of sufficient standing to command the respect of the trade as a whole—a body to which can be referred all questions of this kind. I am compelled to say, moreover, that the body will be a busy one; it will have its hands full."

The resolutions which created the most trouble in the preliminary conferences are those relating to price-cutting and drop shipments. The drafting committee, including two representatives from each of the various bodies represented, labored long and diligently on these two points, and there was so much divergence of opinion that the final resolutions covering the two subjects will be recognized as rather colorless. Nevertheless, there had to be a beginning. "The drafting committee," to quote Charles Wesley Dunn, attorney for the American Grocery Specialty Manufacturers' Association and the National Association of Retail Grocers, "believes that this conference is simply the first step in general co-operative action by the industry to remove all practices which are uneconomic and interfere with the economical operation of the grocery trade."

The manufacturers and retailers (except, of course, the chains which did not participate) held out for a strong statement as to uneconomic resale prices—the use of the loss leader, in other words. Striking primarily at the chains, they held out that some such statement as "selling at or below delivered cost, with reasonable exceptions, is uneconomic and unfair." The wholesalers, strange to say, objected to this; and then there was a qualifying clause introduced providing that cut prices should not be employed "except occasionally for recognized economic reasons."



5c. DAILY

NOVEMBER 1, 1928

10c. SUNDAY

## 15% OF POPULATION OF THE 11 WESTERN STATES NEAR L. A.

### 10-MILE RADIUS IS HOME OF 1,809,951

TO reach the most people at one fell swoop in the 11 Western States, advertise in Los Angeles!

That is the natural conclusion to be drawn from Government population estimates of January 1, 1928, which show a heavier concentration of people in the 100-mile radius around Los Angeles, than anywhere else in the West.

**MILESTONE**  
Traditional clothes

Men's  
\$45  
\$35 -  
\$25

MADE IN  
HAWAII

For instance, there are 5,536,875 people in California. Of these, 51% are within 100 miles of Los Angeles. A third of them are within 10 miles!

Of the 7,812,929 people in California, Oregon and Washington, 36% are within 100 miles of America's Fifth Greatest Market, while within the same area dwell 24% of all the consumers in the 11 Western States.

Milestone men know that it really makes sense to buy at good Milestone and Hibberd stores to keep the military and naval uniforms in trim, the swimming, sportswear and recreational needs of this institution to a minimum. Milestone men, off the cuff, represent the variety of this institution to a maximum. Milestone men do reflect the good taste and good quality that is characteristic. Their business has been successfully performed and rendered in Hawaii and Waikiki since their findings are automatically new... their advertising is very above the usual recording evidence.

**Mullen & Bluest**  
In LOS ANGELES  
The Standard Paper

Mullen & Bluest, consistent advertisers in The Examiner since the birth of the paper a quarter century ago, invest more money with this paper than with any other in Los Angeles. The ad shown is reduced from 3-columns by 15 inches deep.

### Aerial Viewpoint



#### Have You Seen Southern California from the Air?

If so, then you know how little ocean property there is left for you... it is absolutely impossible to fly over Southern California and ignore the beautiful South Coast to Dana Point. This bird's eye view of the finished development demonstrates the small area left in Southern California to provide homes and playgrounds for the countless thousands who have already planned to live in Southern California. It will come to you as the result of "supply and demand", for values are sure to rise where demands were what the few years.

From the sky you can see that at Dana Point there is almost ample room for an important highway between Los Angeles and San Diego. The mountains however that separate it from the oil fields tends to the East makes the climate cooler in summer and warmer in winter. Transportation, water, food, fish, sandy beaches and the like. Dana Point is a Disney Park under the sun and recreation! Community of the South Coast.

This is a delightful location here to make your home. We have a splendid new financing arrangement to assist you in building. Provide for your family; visit of California by securing a place for them in this, the finest portion, of California's rapidly developing coastline. See

### DANA POINT

Today... For Information Telephone Flattery 2141  
S. H. WOODRUFF, Community Developer

DATA REPORT  
Dana Point  
3641 WILSHIRE BLVD.

WILSHIRE LINE

The fact that not a few Southern California residents have been showing their properties to clients from the air may have inspired this advertisement of Dana Point, reduced from an original 5-columns by 15 inches deep, in The Examiner. The subdividers invest more money in Examiner space than in that of any other Los Angeles paper.

### A Fistful of Flowers

A FEW kindly remarks, agent Merchandising Service, Examiner style: "Your Ethyl Gasoline survey is one of the best I have seen. . . . Union Oil Co. of Cal."

"Let me compliment you and thank you for the splendid work . . . for my client, the United States Refining Co."—Olsen Advertising Agency.

"The Merchandising co-operation given the Wm. Penn campaign is very gratifying. It is genuinely appreciated by the General Cigar Co., and ourselves."—Wm. H. Rankin Co.

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people  
Member of International News Service and Universal Service  
Member of Associated Press

Member of Audit Bureau of Circulations

The outcome was the resolution as to price-cutting presented above.

Although the retail grocery chains did not participate, the conference voluntarily adopted a resolution which is calculated to aid the chains considerably in their fight against freak legislation, including national, State and municipal varieties.

The resolution declared that "discriminatory legislation is unsound in principle and in law and that trade action directed to secure the enactment of legislation that unjustly discriminates against any branch of the trade or any business in it is uneconomic and unjust." Some of the retailers did not like this particularly well, even though it was sponsored by their own national association.

The last minute withdrawals of the grocery chains from the conference came as a surprise and something of a shock. As was stated in the October 18 issue of PRINTERS' INK, much of the National Chain Stores Association's meeting in Memphis was given over to a discussion of the Trade Practice Conference and a discussion of subjects to bring up. E. G. Yonker, president of the association; F. H. Massman, vice-president, and other officers were in Chicago and took part in the preliminary conferences. And then, after a series of conferences with their attorney, Clark McKercher, of New York, they suddenly decided the newly organized association had not gone along far enough with its expansion plans for them to presume to represent the chain stores of the country at the conference. Another objection was that the conference did not include all the important elements in the food business. The packers were not there; neither were the dairy interests nor the fruit growers' association.

"We must look upon this conference," Mr. Kercher said in his formal statement to the drafting committee, "as but a general movement that to succeed at all must include practically all of the national associations having to do with the manufacture, sale and distribution of food products. Com-

paratively few of these associations as such are now represented here. There should be some form of referendum or some plan to insure their active support.

"And, what is of more importance, a positive necessity to the lasting stability of such a forum is the co-operation and active participation of organized institutions representing the public consumer of these products, civic bodies, local Chambers of Commerce as well as the great national Chamber.

"The position of the chain store should be that any attempt to establish any rule of trade practice or business conduct beyond those fixed by statutory law and decisions of our courts should be preceded by a careful analysis of the situation from the point of view of the consuming public. This is, at the moment, a serious limitation on the right or power of this conference to enact any actual enforceable rules of conduct. The whole chain-store structure is built about this service to the public. To attain the highest degree of such service the chain store has, of course, openly and rightfully taken such advantage as it could of established customs of trade permitting it to buy in quantity at the lowest market price with the lowest delivery charges and to sell at a price that returns a fair profit, which price is usually the lowest market price for retailing in the communities where the chain operates. Any arbitrary rule that tends to disturb or interfere with that process the chain will oppose.

"If in these customs of trade there are found unfair practices—unfair to other elements in the industry, which if corrected will not interfere with the normal chain-store service to the customer, the chains insist that the right of protection of the laws of the land, to limit their operations to come well within the prohibitions fairly well fixed by decisions of the courts, and to the use of the privileges and immunities granted to trade by recognized established trade customs, and by decisions of courts and the Federal departments and commissions. There has been some thought of establishing a merchant law to



*the*

# **Oldest**

**of the 28**

## **Hearst Newspapers**

### **read by more than**

### **20 million people**

Forty-one years ago the cornerstone of the great Hearst Newspaper Organization was laid in San Francisco—The San Francisco Examiner. Within nine years the Hearst policy of "Truth, Justice, Public Service" brought The Examiner to a position of leadership which it since has maintained.

Today The San Francisco Examiner remains supreme—as it has for 32 years—in number of readers and volume of lineage in the rich territory it serves. FIRST in Circulation . . . City, Suburban, Total. FIRST in Advertising . . . Local, National, Classified, Total.

*Fourth in National Advertising Lineage among  
U. S. Newspapers—First West of Chicago.*

## **San Francisco Examiner**

Member International News Service and Universal Service  
 Member Associated Press  
 Member Audit Bureau of Circulations

# Is SUNDAY A DAY FOR WEEK-DAY ADVERTISING CLAIMS?

Nor when the week-day claims are based on home coverage!

For Sunday circulation is home circulation. Sunday's tally—or failure to tally—with week-day circulation and advertising proves or disproves claims for week-day home coverage.

In Boston, for instance—

Three seven-day newspapers carry most of Boston's national and local advertising. Only one of these three, the *Globe*, holds its group of readers in Metropolitan Boston intact over Sunday. The other two lose a third and two-thirds, respectively.

Obviously the home newspaper in Boston is the *Globe*. Both local and national advertisers recognize this fact.

Boston merchants place more advertising in the *Globe* seven days a week than anywhere else. In

# *The Boston*

# YOF REST

department store advertising, the *Globe* runs not only as much on Sunday as the other three papers combined, but leads by 45% for the whole seven days.

In display advertising, the *Globe* also leads Sunday and daily in four of the five major space classifications, including automotive advertising.

The *Globe's* editorial policy gives foremost consideration to the home.

The *Globe* has a larger staff and carries more suburban news than any Boston newspaper. Its Household Department, established thirty-four years ago as the first "women's page" in the country, is an institution faithfully recognized by Boston women. School news is complete. Its sport page is second to none.

Thus, on the home coverage question, the *Boston Globe* scores from every angle—advertising, circulation and editorial.

National advertisers cannot adequately cover Boston's rich home market without the *Globe*.

Our booklet will help you in determining how best to sell in the Boston market. Send for a copy.

## Facts on Boston and the *Globe*

Boston's shopping area ranks fourth in population, third in per capita income tax returns. Average family wealth, \$9,000; saving deposits, \$2,000.

Metropolitan Boston is within 12 miles of Boston's City Hall. From this area Boston department stores draw 74% of their business.

Here in Metropolitan Boston the *Globe* is definitely the home newspaper.

It is the only Boston newspaper which holds all of its readers in this district seven days a week.

It leads by 45% in department store advertising. And in the four major display classifications which find their greatest market in the home, including automotive advertising, the *Globe* also leads.

# Globe



# Michigan and The Booth Newspaper Area *IS* Prosperous

Employment is higher than it has been in years, production has broken former peaks, bumper crops are being harvested and farm prices are high, folks have the money to buy and are buying.

As never before Booth Newspapers with their complete coverage and lack of competition offer profitable mediums of reaching a prosperous populace.

*The only daily in six cities.  
The dominant newspaper in the other two.*

**Combined Net Paid Daily  
Average Circulation 269,477**

Publishers' statements for period ending Sept. 30, 1928

Grand Rapids Press	Flint Daily Journal	
Saginaw Daily News	Jackson Citizen Patriot	Muskegon Chronicle
Kalamazoo Gazette	Bay City Daily Times	Ann Arbor Daily News

I. A. KLEIN, *Eastern Representative*  
50 East 42nd St., New York

J. E. LUTZ, *Western Representative*  
6 North Michigan Ave., Chicago

**THE BOOTH PUBLISHING CO.**

*Central Office, 2500 Buhl Bldg., Detroit, or any newspaper listed*

operate beyond the field now covered by the statutory laws and applying them. Again, we believe that right or wrong, this conference is in no position to elect such a course now or at any other time as it is now constituted.

"We believe in its success and efficiency, if accepted, as a start in the right direction, attracting to the movement all the forces interested in this industry."

Certain manufacturers and wholesalers expressed the opinion to a PRINTERS' INK representative that the withdrawal of the chains means that they are going to continue their fight in their own way without reference to other elements in the industry. These men wondered if the conference's pronouncements against uneconomic price cutting and secret advantages in buying were not things to which the chains could not conscientiously subscribe.

The PRINTERS' INK representative at the conference, who also attended the Memphis meeting, is inclined to believe that there is something in these suspicions. Nevertheless, it is by no means to be inferred that the chains do not expect eventually to enter the voluntary conference agreement, even though they may seek to come in under what would amount to their own terms. Certain it is that the other branches of the industry want the chain stores to line up with them. An instance of this is to be seen in references made by Attorney Dunn and John Coode, president of the National Association of Retail Grocers, reported elsewhere in this issue of PRINTERS' INK.

How are the conclusions of this conference going to be enforced, if at all?

#### RESOLUTIONS HAVE TEETH

The resolutions have teeth. They are not binding upon any member of the grocery industry—manufacturer, jobber, broker, retailer or what not—unless he expresses his approval by signing them. After and if he does sign them, however, the Federal Trade Commission will see to it that he follows them. If,

after signing the code, an organization violates any part of it, either openly or secretly, this will be regarded as unfair competition within the meaning of the Federal Trade Commission Act and the violator will be subjected to action by the Commission. This practical assumption of police prerogatives in enforcing trade practice agreements is a policy decided upon by the Commission only recently.

Nelson B. Gaskill, speaking for the American Wholesale Grocers' Association, declared the conference was one of the greatest movements in behalf of strict economic justice and fundamental business ethics that had ever developed in all the commercial history of the United States.

#### New Account for Minneapolis Agency

La Pompadour, Inc., Minneapolis, manufacturer of cosmetics and toilet preparations, has appointed Olmstead-Hewitt, Inc., Minneapolis advertising agency, to direct its advertising account. Magazines, newspapers and business papers will be used.

Heger Products, Inc., St. Paul manufacturer of bird and dog foods and remedies, has also appointed the Olmstead-Hewitt agency to direct its advertising account. Newspaper, magazine, business-paper and radio advertising will be used.

#### C. V. Hodges with Jordan Advertising Service

C. V. Hodges has joined the Jordan Advertising Service, Inc., Minneapolis, as director of service. For the last several years he has been director of advertising of the Bureau of Engraving, Inc., of that city.

#### Cleveland Agencies Elect F. J. McGinnis

F. J. McGinnis, vice-president of The Edwin A. Machen Company, Cleveland, has been elected chairman of the Cleveland Chapter of the American Association of Advertising Agencies.

#### Appoints Alfred Wallerstein Agency

The Princeton Worsted Mills, Inc., Trenton, N. J., has appointed Alfred Wallerstein, Inc., New York advertising agency, to direct its advertising account.

# Breaking Direct-Mail Fetishes

How a Department Store Refused to Follow Direct-Mail Precedent and Is Profiting by It

By James Rotto

Advertising Manager, The Hecht Co., Washington, D. C.

I WAS born and reared in a poor but moral home, and my well-meaning parents in their fervent desire to make an upright citizen of me hedged me in with a list of don'ts long enough to stretch from here to the moon. My impressionable young soul grew up with the stamp of this early training firmly impressed, so that before I even made a date to go to the movies I would consult the weather forecast for a week ahead. I always used the conventional greetings in meeting a new friend; I never even wrote a love letter without the book of "How to win your girl in ten letters" in front of me. Oh, yes, I was certainly a hound for rules.

Soon I began to find out I wasn't getting the breaks. My friends who were not following any rules at all seemed to be getting all the plums.

When I got into business I found that the general manager had hewed his way to the top from a bundle wrapper by refusing to follow precedent. And the publicity director pioneered virgin trails with a constant admonition hung in front of his eyes in letters six inches high—"Dare to be different."

To appreciate what a difficult course this is to follow in the department store field, let me explain that retail establishments chart their every step by precedent. If the hosiery department sold 5,000 pairs of hose last year by using 800 lines in the newspapers, and mailing 20,000 postal cards . . . when that date comes around next year the buyer plans a repetition of the same event, and expects the same kind of publicity to put it over.

Portions of an address delivered before the recent convention at Philadelphia of the Direct-Mail Advertising Association.

One of the first fetishes over which I stumbled was the monthly statement enclosure. Every store in town put some sort of an enclosure in with its statements because no extra postage is required, but no one seemed to pay much attention to what was put in. Half the time we assembled some manufacturer's folders, because we got them for nothing or could obtain them for the nominal cost of imprinting. And more often we would suddenly note that the twenty-fifth of the month had rolled around and we would dash out some puerile leaflet if we had no manufacturer's literature at hand.

One month a bright young merchandising man conceived the idea of using the July statement enclosure for a sale of house dresses. He was new to the store and put in his bid a month in advance, because he thought there would be lots of competition. However, tradition said that you couldn't sell anything through statement enclosures, because no one read them.

Notwithstanding, the advertising department bestirred itself, and because we had several weeks at our disposal, we turned out a two-color job printed on a good quality antique paper, with the result that over 1,200 dresses were sold in one day without any supplementary advertising, and the buyer had to wire frantically to New York for more merchandise.

Needless to say there is lots of competition each month now for the privilege of using the statement enclosure.

Having accidentally slain this statement enclosure fetish, I was on the *qui vive* for other fetishes which I could approach with my eyes open.

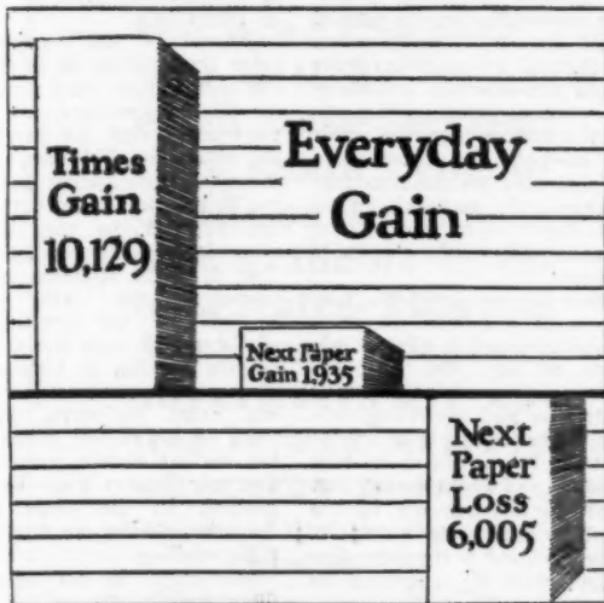
Our anniversary sale had always been preceded by a two-day private sale for our charge customers, the news of which was broadcast

# *Comparative Circulation*

# Gains or Losses

## Los Angeles Morning Newspapers

Six months' period ending September 30,  
1938, compared with same period last year



### *Sunday Only Circulation*

**LOS ANGELES TIMES GAINED - - 12,853**  
**Second Sunday Paper Gained - - - 3,577**

Times circulation growth not only exceeds that of other Los Angeles morning newspapers, but means all that the figures imply. It does not issue unwarranted "extras"; does not compel agents or newsdealers to buy more copies than they can sell; does not foster skeleton editions sold in remote States; nor tolerate any other practices that give circulation statements a fictitious significance.

**Los Angeles Times**

by a twelve-page broadside got up in newspaper page form, listing hundreds of items at sale prices, and from then on the newspapers would carry the burden. Our anniversary sale usually lasts for two weeks with the inevitable result that interest lags after the first two or three days, and is again revived with the closing days of the sale.

In discussing the plans for this promotion last year we decided to break a flock of fetishes.

First, instead of having a private sale only when the sale opened, we would have two private sales. One to precede the opening of the event, and the other an announcement to our customers giving advance information that the anniversary sale had but three more days to run, here are the hundreds of bargains still available, come and get them before we let the whole world know via the daily newspapers.

And now for the great shock to our buyers and divisional merchandising staff. Instead of the big broadside to open the sale, we planned to mail a miniature booklet illustrating and describing only thirty-one outstanding items in the sale, because it was our thirty-first anniversary . . . which meant that many of the departments in the store got no representation at all. Then we enclosed a three by five gold card, steel die engraved as follows:

**In The Hecht Co.—Tower Auditorium.**

**A Private Presentation and Sale of 500 SPRING COATS.**

(Held in connection with our 31st Anniversary) \$39.00.

Washington Debutantes Will Model the Garments.

Saturday, March twelfth.

Admission by card only.

The coat buyer was almost ready to resign. How could she expect to put over her biggest event in the year without at least a page advertisement, without illustration of her gorgeous coats, without comparative valuations? And, horrors, even the price of the coats was engraved so small that you almost had to put on specs to read it! We used as a third enclosure a letter signed by Alexan-

der Hecht, the vice-president of our company.

To cap the climax, instead of a customary 50,000 mailing, we issued but 25,000 pieces, because the cost per piece was greater than usual. I think I am but relating the obvious when I say that the coat sale exceeded all previous figures, that the store went way over its quota, and even customers went out of their way to tell us what a decided contrast the neat booklet was to the customary broadsides they were in the habit of receiving.

Some direct-mail experts may raise their hands in horror over the fact that we used three inserts in this anniversary mailing. I must admit that for years it was an obsession with me, too, the theory that enclosures divert interest from the main part of the mailing. Maybe they do divert some interest, but we have found that so much attention is concentrated on the extra enclosure (judging by the results) that it would pay us even if the main enclosure brought no business whatsoever. We rarely use more than one extra enclosure, which we print on a different colored paper, but we get such a kick out of it that our buyers fight harder for position on the small enclosure than they do for the front page of a big mailing.

We spend 90 per cent of our direct-mail money on our old customers and when you consider that 20 per cent to 25 per cent of our entire publicity budget goes into direct mail, you must admit that we have an adequate sum with which to do the job. Yet, thousands of our customers stop buying each year for one reason or another.

I made a survey of what other stores were doing and found that the few stores that made sporadic attempts to revive accounts always took it for granted that they must have committed some grievous crime to keep said good customer away, so finally I evolved a letter which soft pedaled the "have we done something wrong" attitude:

There must be some important reason why you have not used your account



If you know Packer's interpretation of the word "Service", you will be interested in the fact that this same type of outdoor service is now available in fifteen states. Many of America's greatest advertisers are using it exclusively wherever possible.

## **PACKER ADVERTISING CORP.**

### **Cleveland, Ohio**



### **President**

# PACKER

**THE LARGEST EXCLUSIVE OUTDOOR  
OPERATING COMPANY IN THE WORLD**



# Two New Flowers



During the past year we've seen an average of two new accounts (one third page or more) bloom every week in our garden.

A few of the new flowers are—Armour, Chrysler, Crane, Hudson, Insulite, Eveready Radios, Sellers and Pillsbury.

Better Homes

Now serving 1,1  
Meredith Publishing Co.

# Flowers Bloom Every Week

▼

We're a little chesty, of course, but you see, we home-lovers like to talk about our flowers.

We're mighty proud of our garden — proud of the 1,150,000 homes — proud of the selling job it's doing for our advertisers.

**Des Moines and Gardens**  
Serving 1,150,000 families  
Des Moines, Iowa

at The Hecht Co. for more than six months. If it is important enough to cause you to stay away, it is certainly important enough for us to make an effort to find the reason why. Won't you help us by sending your comments. We're enclosing a stamped addressed envelope for that purpose.

We tried out 500 letters and received a 30 per cent written response. Every batch of letters we send out can be depended upon to bring us 25 per cent to 30 per cent replies, no matter what time of the year they are mailed, or what day of the week. Recently we changed the form of the letter to an imitation hand-written letter, processed on colored note paper, and are using the new reply envelopes instead of stamped envelopes; yet the percentage of replies remains uniformly 25 per cent to 30 per cent.

If the Hecht Company had not had the courage to break a few fetishes, I vouch they would never have jumped from sixth place to second in Washington in a period of less than five years.

### Cab Account for Lawrence Fertig Agency

The Paramount Cab Manufacturing Corporation, New York, Paramount cabs and Elysee delivery cars, has appointed the Lawrence Fertig Company, Inc., advertising agency of that city, to direct its advertising account. Newspaper, magazine, direct-mail and outdoor advertising will be used.

### L. C. MacGlashan Joins Gagnier Stereotype

L. C. MacGlashan, formerly assistant manager of advertising and sales promotion for Copeland Products, Inc., Detroit, has joined the sales staff of the Gagnier Stereotype Foundry, of that city.

### A. G. Eaton with Aluminum Industries, Inc.

Arthur G. Eaton, recently with Dodge Brothers, Inc., has been made vice-president and director of sales of Aluminum Industries, Inc., Cincinnati. His headquarters will be at Detroit.

### Appoints Kirtland-Engel

The Kirtland-Engel Company, Chicago advertising agency, has been appointed to direct the advertising account of the Coyne Electrical School, Inc., of that city. Newspapers, magazines and farm papers will be used.

## 100,000 Group Re-elects Last Year's Officers

THE annual dinner of the 100,000 Group of American Cities, Incorporated, composed of newspapers in ninety-six cities of 100,000 population or more, was held in Chicago on October 25. This group, organized in 1924, exists for the purpose of compiling and publishing a standardized analysis of market facts in regard to the ninety-six markets covered by these papers.

It was decided at this meeting that hereafter data for each of the ninety-six trading areas will be presented by counties as well as for the total market.

Walter A. Strong, publisher of the Chicago *Daily News*, was re-elected president of the Group. All other officers were also re-elected. This leaves George M. Burbach, of the St. Louis *Post-Dispatch*, as first vice-president; Louis Wiley, of the New York *Times*, as second vice-president and Leslie M. Barton, of the Chicago *Daily News*, as secretary-treasurer.

The men who remain as directors are: W. F. Schmick, Baltimore *Sun*; Harvey R. Young, Columbus *Dispatch*; A. B. McKinnon, Cleveland *News*; Herbert Ponting, Detroit *News*; Harry T. Watt, Des Moines *Register and Tribune Capital*; E. E. Robertson, Kansas City *Star*; Rhev T. Snodgrass, Minneapolis *Journal*; W. J. Hoffmann, Portland *Oregonian*, and John F. Tims, Jr., New Orleans *Times-Picayune*.

### New Account for W. I. Tracy Agency

E. F. Kemp, Somerville, Mass., proprietor of the Golden Glow Nut Shops, has appointed W. I. Tracy, Inc., New York advertising agency, to direct his advertising account. Newspapers will be used.

### Duncan Marshall Joins Toronto Agency

Duncan Marshall has been made director of agricultural markets of the Advertising Service Company, Toronto. He was at one time Minister of Agriculture for the Province of Alberta.



R

N

**OUTDOOR ADVERTISING**

*Through Your Advertising Agency*

# J INTERLOCKING \*

Outdoor advertising is one of the four major links in the Van Heusen advertising chain. Because it is developed by the same agency that prepares all the Van Heusen advertising, the entire campaign interlocks to take the Van Heusen message of smartness, comfort and economy to consumers. The interlocking idea, whereby all units of the advertising campaign interlock to bring the greatest advertising return, was developed by the principals of Alfred Wallerstein, Inc.

*Alfred Wallerstein, Inc.*

ADVERTISING AGENCY

420 Madison Avenue, New York

Reg. U. S. Pat. Off.

(over)

**INTERLOCKING YOUR CAMPAIGN**  
*To Insure Your Advertising Investment*

# *Outdoor Advertising thro*



You certainly look Snappy  
in that Van Heusen"

35¢ Each  
3 for 1

VAN HEUSEN

Alfred Wallerstein, Inc., advertising agents for the Phillips-Jones Corporation, carries on the interlocking idea by placing all outdoor advertising through the advertising agent's own organization — the National Outdoor Advertising Bureau.

## *Interlocking the Campaign to I Ya*

# Your Advertising Agency

Van Heusen advertising, whether for outdoor, magazines, newspapers, or dealer helps, has the same character, the same theme, the same purpose. It interlocks to work two-fistedly for Van Heusen success.

THE NEW VAN HEUSEN

"That's the best looking  
Collar you ever wore,"

VAN HEUSEN  
*The World's Smartest COLLAR*

PHILLIPS-JONES, U. S. A.

(over)

# Your Advertising Investment

# OUTDOOR ADVERTISING

## *Through Your Advertising Agency*

Phillips-Jones is one of the hundreds of national advertisers whose outdoor advertising is placed through their advertising agencies in cooperation with the National Outdoor Advertising Bureau.

Thus they secure the services of the advertising organization best qualified to prepare the advertising because of their intimate knowledge of their client's advertising problems.

And they receive the cooperation of the placing organization with the best facilities for securing locations, posting, checking and merchandising cooperation.

They receive interlocking service for outdoor advertising that insures the advertising investment.

## *National Outdoor Advertising Bureau*

INCORPORATED

New York

Chicago

Detroit

**INTERLOCKING YOUR CAMPAIGN**  
*To Insure Your Advertising Investment*



W.

T  
over  
pros  
now  
here  
tion,  
to  
adve  
like  
The  
will  
time  
that  
and  
any  
tion  
share

Ad  
the  
some  
tome  
New  
weds  
newl  
still  
fortu  
acqui  
are a  
Frequ  
ing  
They  
They  
Gettin  
electr  
re-de  
ing a  
decid  
sessio  
til the  
availa  
or no

Rea  
people  
reach  
ready  
Sloan  
into t  
vertis  
keep  
more  
linoleu

# Getting Prospects to "Start a Scrap Book"

W. & J. Sloane Offer Scrap Book as a Means of Turning Prospective Home Owners into Customers for Sloane's Linoleum

By Roland Cole

THERE is the prospect who takes a long while to think it over and in no way can such a prospect be hurried. The "do it now" advertisement, or the "sign here" salesman, may receive attention, and even be of some service to the prospect, but neither the advertisement nor the salesman is likely to get an order on the spot. The order will come along, and it will be a good order, but by the time it materializes the chances are that none of the advertisements and salesmen which have taken any part in the process of cultivation will be able to recall their share in it.

Advertisers are apt to neglect the slow-moving prospect, yet some of the most valuable customers come from this group. Newlyweds, prospective newlyweds, and those who have been newlyweds for some time but are still waiting for the break in good fortune which will permit them to acquire the things they long for, are all in the slow-moving group. Frequently they are not slow-moving from choice but necessity. They don't have to be "sold." They are sold before they start. Getting a car, a player piano, an electric refrigerator, new furniture, re-decorating the house, or building a new house, has long ago been decided upon. The desire for possession is merely held in leash until the means to gratify it becomes available. And that may be soon, or not so soon.

Realizing that there are many people who take a long time to reach the point when they are ready to place an order, W. & J. Sloane have incorporated a feature into their present campaign of advertising which is calculated to keep the slow-moving prospect more definitely interested in the linoleum needs of his present or

future home than the mere perusal of the company's current periodical advertising might ordinarily be expected to do. This feature is an offer to send the reader a scrap-book of unusual size and quality in which he may gather ideas on home decoration as he comes across them in his reading or observation, and where they may be preserved until they are ready for use. This scrap-book, which the company says has a value of \$2.50, contains 100 pages, is bound in blue cloth and stamped in silver with the words, "My New Home." It is eleven by fourteen inches in size, and is supplemented with many suggestions on interior decoration and color harmony in the way of description and illustration.

The series of advertisements in which this scrap-book offer is being made began with the September issues of a list of class periodicals in the home decoration field. The advertisements are full pages, in color. The subject of each one is a large illustration of an interior, presenting successively an entrance hall, a sun-room, a living-room and a bedroom, in which Sloane's linoleums in various patterns and designs provide settings for unusual and beautiful decorative schemes. Each advertisement bears a running caption, "Modern Floors of Authentic Design by Sloane," and each is signed "W. & J. Sloane Linoleum." The illustration in the September magazines showed an entrance hall of medium size furnished and decorated in a striking way from the standpoint of style and color harmony, the floor being covered with a linoleum design simulating marble tile in black and ivory. Beneath the illustration, copy, as follows, was used:

To achieve really attractive schemes

your floors should harmonize with walls, furniture and draperies, both in color and design. Interiors of real charm can be created, as in the hall shown above, with linoleums made by Sloane. They are not only up to date in their color combinations, but relate to authentic periods in design. You can see them at leading retail stores. W. & J. Sloane Mfg. Co., Trenton, N. J.

Beneath the foregoing, set in bold type like a signature, was the line, "W. & J. Sloane Linoleum," and under this, in small italic type, the words:

Note: Would you like an attractive 100 page scrap-book in which to preserve ideas and plans for your home? This book, size 11" by 14", bound in blue cloth, stamped in silver, value \$2.50, will be sent to home-planners, together with suggestions on interior decoration by W. & J. Sloane, on receipt of \$1.00 to cover postage and handling. Address Advertising Department, W. & J. Sloane, 577 Fifth Avenue, New York City.

While this scrap-book offer is greatly subordinated, ~~telegraphically~~, in the layout of the advertisements, it has attracted wide attention and resulted in many orders for the book. Those who remit \$1 and obtain the scrap-book, receive something which is an excellent advertising medium for Sloane's linoleum. The psychological effect of it upon the one who possesses it is to "trade up" that person's ideas from anything he might have had in mind to something better.

Attached to the fly-leaf is a mailing card addressed to the Sloane company, providing spaces on the message side for (1) acknowledging the scrap-book, (2) requesting a copy of Sloane's pattern book, (3) asking for the name of dealer in prospect's neighborhood, and (4) indicating that linoleum is desired for use in a certain room with a description of the kind, size, wall color and furniture contents of the room.

The first five pages bear tipped-in typewritten sheets on (1) "Principles of Decoration," (2) "Treatment of Kooms," (3 and 4) "Color" and (5) "Expressing Your Own Individuality." The next five pages have mounted color proofs of Sloane linoleum advertisements. The next bears a booklet entitled, "Color Harmony with

Linoleum," followed by another page holding a booklet on "Color Effect Indicator, Featuring Unusual Schemes with W. & J. Sloane Linoleum." All other pages are blank, ready for whatever material the prospect may desire to paste thereon. Tipped to the inside back cover is an envelope containing a booklet entitled, "Linoleum—What It Is—How It Is Made—in the W. & J. Sloane Mfg. Co., Trenton, N. J."

The general effect of the scrap-book on the person who gets it is that he or she receives considerable inspiration along with it. No matter how small or how large the prospect's linoleum needs might be when he saw the advertisement and wrote for the scrap-book, his ideas on the subject will probably undergo improvement or expansion as the result of what he finds in the book. The slow-moving prospect may not be influenced to buy any sooner. In fact, he may buy later than he would had he not received the book. But the chances are that when he does buy he will buy linoleum of better quality, choose it with better taste and order it on a much larger scale than he would otherwise.

The book is handsomely and substantially gotten up, is bound in heavy boards, and bears no imprint of the Sloane company or other indication, outwardly, that it is a piece of advertising matter. The suggestions it contains on interior decoration and color harmony are sound and valuable in themselves, the illustrations of interiors are beautiful and effective, and, finally, the practical information given on the subject of linoleum, and Sloane's linoleum in particular, is much to the point, exhaustive in variety of patterns illustrated, and convincing, as a piece of sales literature, on the score of authentic design and quality of material.

#### G. R. Euwema with Muensch Agency

George R. Euwema, for five years with the Buchen Company, Chicago advertising agency, has joined the staff of C. Wendel Muensch & Company, advertising agency of that city.

NEW  
Madi



One of the large groups of Portland homemakers who attended the 1928 Oregonian Cooking School. An average of over 1,600 women attended each day's lectures (October 8 to 12 inclusive.) At right—The Portland Municipal Auditorium, where the Cooking School was held.

## The Oregonian COOKING SCHOOL .. an *institution* among the homemakers of Portland

WHAT an outstanding success it was! From every part of Portland...from the surrounding towns...from the villages and the country...from everywhere, it seemed...came hundreds of homemakers—all eager to learn, to know about the latest developments in cooking. As many as 2,000 women attended a single day's lectures!

For seven years The Oregonian has held annual cooking schools. Each has been increas-

ingly successful...each has created vastly more interest than the preceding one. Today, Oregonian Cooking Schools are widely known and followed...they are an institution among the homemakers of Portland and the surrounding territory!

\* \* \* \* \*  
Oregonian leadership in domestic science, home economics and all women's subjects makes it the greatest force in the Oregon Market for food advertising.



# The Oregonian

*The Preferred Newspaper of the Pacific Northwest*

Circulation: over 106,000 daily; over 160,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK  
185 Madison Ave.

CHIC. GO  
333 N. Michigan Ave.

DETROIT  
321 Lafayette Blvd.

SAN FRANCISCO  
Monadnock Building

# Can a Container Be Registered as a Trade-Mark?

Commissioner of Patents Holds That Shape or Color of Containers and Method of Wrapping Are Not Registrable

THAT mere shape or color of a container and the parts which have mechanical functions in connection with the goods are not subject to trade-mark registration was the decision last week of the Commissioner of Patents in upholding the decision of the Examiner of Trade-Marks. Pinaud, Inc., had sought trade-mark registration for a new package on the basis of its unusual shape, its color and the particular star shape of the ligature which holds on the cover.

In his decision the Commissioner of Patents brought out the following facts which will be of interest to all manufacturers who may have in mind an effort to get registration for their packages:

"The ground upon which registration was refused is that a pictorial representation of the goods does not constitute registrable trade-mark matter."

"Appellant states in its brief that—

"The drawings and specimen disclose a jar in which is contained cream and a ligature which embraces the jar and forms a four-pointed star on the cover of the jar. The jar is described in the application as being of a green color but the ligature is not described as being of any particular color."

"There is some uncertainty, in view of the record, just what the applicant regards as its trade-mark. The Examiner states that until this appeal was filed there was no reference to the ligature and refers to a statement of the applicant, in argument of October 20, 1927:

"The fact of the matter is that the particular form and color of the container is the trade-mark."

"It is regarded as settled law that the mere shape or even the color of a container for goods of this kind is not registrable as a trade-mark. The fact is stressed

in the argument presented on appeal that the ligature for holding the cover in place represents, when it is properly secured about the container, a star shape on the cover, and that this star shape constitutes the trade-mark. There is some suggestion by the applicant that the four loops of the ligature are not necessary for the function of holding the cover and that two are added to form the star shape for trade-mark purposes. The further statement is made that where the cover is screwed on, the ligature would form no utility function at all.

"It is believed none of these contentions merits or justifies the holding that there is disclosed a trade-mark. The representation of the container with the string for holding the cover in place constitutes no more than the dress of the goods and it is deemed purchasers would fail to notice the so termed 'star shape' of the ligature or, if they noticed it, they would give it no significance.

"The ligature is clearly for the functional purpose of holding the cover on and the incidental result of it presenting a star shape would not result in its constituting a trade-mark within the accepted meaning of this term. It is to be noted, further, that parts which have mechanical functions in connection with the goods are not subject to registration as trademarks any more than are mere features of the dress of the goods."

## Reed, Birge & Grandbois Changes Name

Reed, Birge & Grandbois, Inc., New York printer, has changed its name to Birge, Grandbois & Smith, Inc. Leo E. Grandbois is president of the new corporation, and Carlton H. Smith, formerly vice-president and general manager of the Madison Square Press, is vice-president. Wallace W. Birge, who had been secretary-treasurer of the former corporation, continues in that capacity.

*LIBERTY will change its format, add half a million circulation, and keep the old advertising rates.*

*Briefly, this is our program FOR*

**1929**

Starting with the January 12th issue, *LIBERTY* will be approximately the same size as *Cosmopolitan*, *American*, *Good Housekeeping*, etc.

The character of the contents will remain unchanged except, of course, that we hope to make them still more interesting. Our usual features will continue.

We gave a good deal of thought to the question of changing the size of our page, and we finally decided to do it for a number of reasons. The new size will be that of approximately three-fourths of all magazines. In other words, it will be the popular size. The editorial pages will be smaller in size, but there will be more of them. The total amount of editorial matter contained in the magazine will never be less than it has been. Usually it will be more.

To compensate the advertiser for getting a slightly smaller page, we shall greatly increase our circulation. We will give the advertiser 250,000 more circulation for the first six months of 1929 and 500,000 more circulation for the last six months of 1929. There will be no increase in advertising rates. We guarantee 2,000,000 average net paid circulation for the last half of the year, and 1,750,000 average net paid circulation for the first half of the year. This will remedy, for a time at least, the oversold condition about which we have had many complaints from newsdealers.

*LIBERTY'S* circulation will continue to be 99% news-dealer. It will be concentrated in the big markets. The advertising cost for each family reached will be less in *LIBERTY* than in any other major magazine.

**Liberty**  
*A Weekly for Everybody*



## **Herald Tribune has biggest Advertising Month in its history**

**A**N impressive list of new records were established by the Herald Tribune during the month of September.

**By publishing 1,903,049 lines of advertising it broke all its previous monthly records for total volume.**

**The issue of Sunday, September 16th broke all previous Herald Tribune records for a single issue with 764 columns of "full run" advertising.**

**The special Radio Show Number of September 16th carried the largest volume of Radio Advertising of any issue in its history.**

**During September the Herald Tribune published the largest volume of Radio advertising ever published by this paper in any single month, a total of 119,273 lines.**



The issue of Sunday, September 30th broke all previous records in volume of Department Store advertising carried in a single issue of the Herald Tribune.

The Special Book Number of September 30th was the largest book number ever published by the Herald Tribune.

This record of accomplishment is a most convincing demonstration of the greater dependence which advertisers in this market are placing upon the Herald Tribune.

All advertising in the Herald Tribune is made more effective by the Herald Tribune's policy of accepting for publication only such advertising as passes a strict censorship for truthfulness and reliability—a policy pioneered by the Herald Tribune in the interests of its readers and advertisers.

## NEW YORK

# Herald Tribune

SAN FRANCISCO  
VERREE & CONKLIN  
681 Market Street

NEW YORK  
225 West 40th St.

CHICAGO  
WOODWARD & KELLY  
360 North Michigan Ave.

DETROIT  
WOOT WARD & KELLY  
Fine Arts Building

BOSTON  
CARROLL J. SWAN  
931 Park Square Bldg.

PHILADELPHIA  
KELLY-SMITH CO.  
Atlantic Building



# Your Advertisement in January World's Work Will Benefit From—

1. the spacious new page size 8½ inches x 11½ inches
  2. an expanded editorial program under the direction of Barton Currie
  3. a livelier and at once more distinguished quality of typography and illustration
- and

**it may benefit from the advantage  
of the present low rate.**

---

The present circulation of World's Work is 150,000 net paid A. B. C. Its present page rate is \$450: based on a type area of 224 agate lines to the page.

Beginning with the January issue the type area will be increased to 429 lines. The advertising rates beginning September 1929, will be \$700 a page, \$2 an agate line—with low and advantageous rates for color, both two colors and four colors.

Until December 1st, the present low rate remains available to advertisers entering schedules for three insertions or more through the August issue, 1929.

## WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.,

*Publishers, Garden City, N. Y.*

NEW YORK: 224 Madison Avenue

BOSTON: Park Square Building

CHICAGO: People's Gas Building

ATLANTA: Glenn Building

SANTA BARBARA, CAL.

# How Much Is Too Much News-paper Merchandising Service?

Annual Conference of Newspaper Advertising Executives Also Takes Up Problem of Reducing Mortality of National Accounts

THE annual informal fall conference of the International Association of Newspaper Advertising Executives, held in Chicago last week, was centered largely on two topics: ways of reducing the mortality of national accounts and the subject of how far newspapers should go in rendering merchandising service to advertisers.

Louis B. Hill, of the Columbus, Ohio, *Dispatch*, was lead-off man on the first subject. He contended that newspaper advertising men could very profitably spend more time in contacting the national advertisers represented in their districts. A reduction in the mortality of national accounts could be brought about in this manner, he felt. He also suggested that a plan be worked out for educating sales and advertising managers to look toward newspapers when in trouble.

Don P. Bridge, advertising manager of the Indianapolis *News*, pointed out the inherent difference between national and local accounts. National accounts are essentially campaigns, he remarked, and consequently have more choice of mediums and are relatively more unstable. Newspapers have great staffs for getting accounts, he continued, but what do they do to hold them? He implied, along with Mr. Hill, that this emphasis on getting accounts was largely responsible for the mortality problem.

Leslie M. Barton, advertising manager of the Chicago *Daily News* and president of the Newspaper Advertising Executives, interjected the idea that the newspaper owes an obligation to the retailer as well as to the reader. Since the retailer is the last and perhaps most important link in the sales process, the *Daily News*, Mr. Barton said, tries to help him with a monthly dealer paper which

is educational in nature. If we can help the retailer, was his thought, we can help ourselves and incidentally succeed in reducing this problem of mortality among national accounts. He suggested that each manager send in a list of accounts that were being run in his paper last November and that are not in now. By studying these, he felt some conclusions might be reached concerning some of the causes of this mortality.

The much discussed and certainly very vital question of how far a newspaper should go in offering merchandise service to advertisers brought out many varying angles.

Thomas L. Collins, advertising manager of the Milwaukee *Journal*, defended the point of view that newspapers are better off with an absolute minimum of this sort of merchandising promotional work. In his opinion, newspapers often go too far from their rightful line of duty in their attempts to be of assistance to advertisers. Much developmental work, he felt, while it may save an account or two, actually costs more than it brings. Why encourage advertisers, he said, to look to you for a solution to their problems?

He pointed out that his paper, by cutting out certain of the broad-minded "helps" that many papers go in for, either because they believe it worth while or because they are forced by competition to do so, has reduced its expenses greatly without in any way damaging the paper's standing.

His paper, he explained, has discontinued its merchandising service department altogether. And, except in rare cases, it makes no attempt at this promotional type of work. It still carries on market analyses from the point of view of the newspaper's own selling problems and in addition pub-

lishes a trade paper for retailers. But even here it has cut the size and amount of free publicity given to national advertisers.

George Auer, advertising manager of the New York *Herald Tribune*, sided with Mr. Collins in his stand on this question. "The sooner we can get the many advertisers who do not know how to use our medium," he said, "either out of it or educated in the use of it, the better off we'll be."

Merchandising departments, he claimed, only foster the misuse of newspaper advertising, for they offer assistance to many who really are in no position to profit by newspaper advertising. It is not worth while, he said, to bother about all who come and want to buy space. Some are in no position to capitalize on advertising; others expect too much.

A. B. McKinnon of the Cleveland *News* called attention to the fact that many failures of newspaper advertising are due to the advertiser choosing a wrong or faulty product, one which the consumer will not accept.

William F. Johns of the St. Paul *Pioneer Press-Dispatch*, led a group who took the opposite point of view in regard to merchandising service. In his defense of merchandising departments, he claimed that agencies and advertisers need them for their service demands. He thinks it would be a serious mistake for the newspapers to eliminate them or minimize their function.

To this Mr. Collins responded that legitimate service to the advertiser is one thing, but that actual field service—real merchandising service—is still another. Of course, newspapers must co-operate with agencies and advertisers, he continued. His thought was that there is a definite limit to this type of service that can be rightfully and properly performed.

Louis B. Hill, of the Columbus *Dispatch*, brought out that the discussion seemed to be largely a question of what shall be construed as merchandising service. Co-operation with agencies and advertisers must exist but over-co-

operation is to be condemned.

In the afternoon session, Professor N. W. Barnes, director of research for the International Advertising Association and secretary of the Association of Teachers of Marketing and Advertising, explained that this latter group would be glad to co-operate at any time on any general interest co-operative research program which the Newspaper Advertising Executives might wish to undertake. He also presented a statement of the work of the Bureau of Research of the International Advertising Association, both that which has already been done and that which is to be undertaken.

Several special representatives were present at this conference, among them Dan Carroll of New York, who suggested that at the next meeting of the group several newspaper representatives be invited in to discuss with them the problems of national advertising, and more specifically, how the representatives can be of still greater service to newspapers.

The Newspaper Advertising Executives will hold their next regular meeting and election of officers in June.

### C. H. Fischer, President, Columbus "Citizen"

Charles H. Fischer, business manager of the Columbus, Ohio, *Citizen*, has been elected president of the Citizen Publishing Company, succeeding Ray Huber, assistant general business director of the Scripps-Howard Newspapers. Chester McTammam, assistant business manager, will succeed Mr. Fischer as business manager. Mr. McTammam has been with the *Citizen* since 1924, and has been with Scripps-Howard for twenty-five years. Mr. Fischer has been with the *Citizen* for a number of years, having been business manager of that paper at the time it was taken over by Scripps-Howard.

### Charles Daniel Frey Agency Adds to Staff

Lawrence F. Triggs and C. R. Henry have joined the Charles Daniel Frey Company, Chicago advertising agency, as copy writers. Both were formerly with the Chicago *Tribune*.

E. F. Knott, formerly with the Gotham Advertising Company, New York, has joined Jordan Advertising Aoroad, Inc., New York, as production manager.

# 6 out of 8 have it in Presque Isle

PRESQUE ISLE, MAINE, is 446 miles from the nearest Hearst newspaper center—yet 619 of Presque Isle's 803 families buy The American Weekly!

Grand Forks, North Dakota, is 723 miles from Milwaukee. It has 3,444 families. 1,183 of them buy The American Weekly.

In Bisbee, Arizona, over 700 miles from Los Angeles, there are 2,170 families. More than half of them buy The American Weekly.

It is true that The American Weekly is a magazine of tremendous influence in 16 principal cities—but it is equally true that it concentrates and dominates in 485 of America's 784 towns and cities of 10,000 population and over!

**In each of 153 cities it reaches one out of every two families**

**In 119 more cities it reaches from 40 to 50%**

**In an additional 108 cities it reaches from 30 to 40%**

**In another 105 cities it reaches from 20 to 30%**

And in addition almost two million copies of The American Weekly are bought in thousands of other prosperous communities—making a staggering national total of 5,646,898 families who buy and read The American Weekly!

## THE AMERICAN A WEEKLY

*Greatest Circulation in the World*

**Main Office: 9 East 40th Street, New York City**

*Branch Offices:*

Wrigley Bldg. Chicago	5 Winthrop Square Boston	753 Bonnie Brae Los Angeles
222 Monadnock Bldg. San Francisco	1138 Hanna Bldg. Cleveland	101 Marietta Street Atlanta
11-250 General Motors Bldg. Detroit		

## The Professional Instinct

*Editor of PRINTERS' INK:*

As I scan the news columns of PRINTERS' INK I am seized with a vastly perturbing thought. Are we approaching an era of mergers in the advertising agency field? If so, in the interests of something or other shouldn't the matter be called to the attention of some Governmental department, perhaps the Post Office Department?

For instance, we now have Batten, Barton, Durstine & Osborn. Suppose they should merge with Klau-Van Pietersom-Dunlap-Younggreen? Would the result be Batten, Barton, Durstine, Osborn, Klau-Van Pietersom-Dunlap-Younggreen? And then suppose this agency should decide to merge with Barrows, Richardson, Alley & Richards Co.?

In the interests of switchboard operators, mail clerks and the publishers of telephone directories I raise a feeble voice of protest.

WORRIED.

WHILE our subscriber shows a commendable zeal in calling our attention to what he feels threatens to be a serious situation we fail to join him wholeheartedly in his perturbation. It seems to us that the present tendency in naming merged agencies is but another example of the professional attitude of the advertising agency.

For instance, a hasty examination of the New York City telephone directory reveals the names of such law firms as Root, Clark, Buckner, Howland & Ballantine; Evarts, Choate, Sherman & Leon; O'Brien, Boardman Fox, Meinhard & Early; Whitman, Ottinger, Ranson, Coulson & Goetz; Curtis, Mallet, Prevost, Colt & Mosler; Davis, Polk, Wardwell, Gardiner & Reed. It is difficult to find examples of firm names which contain the appellations of more than five partners. This may be due to the limited size of office doors or the inability of more than five legal experts to exist together amicably under the same roof.

What has happened to law firms is the same thing that is happening in the agency field. Prominent lawyers for the sake of prestige and efficiency have merged to form new firms. Each member of the new firms has his own following, his own record of service. By

using all names in the firm name the firm is allowed to keep its personality and its individuality. Such a name means to the client that he is getting the personal attention of a member of the firm who is not merged in the impersonality of a corporated name.

In the agency field some organizations still carry with them the spirit of their founders and feel that something of that spirit will be lost if the founders' names are dropped when a merger takes place. Also the client having contact with the agency feels and knows that he is getting service from one of the definite personalities whose work and experience have gone into the making of the agency.

Far from being perturbed we feel that the new tendency is a healthy sign of professional consciousness and professional instinct. We trust to the ingenuity of switchboard operators, mail clerks and publishers of telephone directories to overcome any slight difficulties that may arise because of this new tendency in forming firm names.—[Ed. PRINTERS' INK.]

## To Organize Park & Tilford Grocery Chain

A grocery chain-store organization to be known as the Park & Tilford Retail Stores, Inc., has been organized by the Park & Tilford and Schulte interests, with headquarters at New York. Building around the nucleus of the present Park & Tilford organization, the new company plans to open new stores in cities throughout the country. David A. Schulte is head of the new enterprise. The organization of the new company is under the direction of Louis Goldvogel.

## Condé Nast Buys "The American Golfer"

The Condé Nast Publications, Inc., New York, has bought *The American Golfer* from the Centurion Publishers, Inc., New York. Raymond W. Welch will be advertising manager of *The American Golfer* under its new ownership, in addition to his position as advertising manager of *Vogue* and *Vanity Fair*.

## Now with Marjorie Signer

Constance Groves Roberts, formerly with the Ferry-Hanly Advertising Company, Inc., New York advertising agency, has become an associate of Marjorie Signer, New York, advertising.

More elbow room to work in, more efficient tools to work with, nearer the center of advertising activities—BUNDSCHO'S modern new home has made BUNDSCHO service even more distinguished.



J. M. BUNDSCHO, INC.  
*Advertising Typographers*

65 EAST SOUTH WATER STREET  
CHICAGO

HERE TYPE CAN SERVE YOU

# Successfully Forging Ahead!

**T**HE year 1928 has seen great strides in the advertising volume of The **HOUSEHOLD MAGAZINE**.

For the past five years The **HOUSEHOLD MAGAZINE** has been gradually increasing its number of national publicity advertisers until it stands second to none in the field.

Here are some new advertisers whose names have been added to our list this year. We think this a mighty good record—

Allaire, Woodward & Co. -	Larkin Co. - - - - -
Allen Furnaces - - - - -	Lea & Perrin - - - - -
Atwater Kent - - - - -	LePage's Glue - - - - -
Walter Baker Cocoa - - -	Life Savers - - - - -
Black Flag - - - - -	Lindemann & Hoverson - -
D. W. Bosley - - - - -	Liquid Veneer Corp. - - -
Burgess Battery - - - - -	Mother's Oats - - - - -
Chatham Mfg. - - - - -	National Carbon Co. - - -
Church & Dwight - - -	Ovaltine - - - - -
Coleman Lamp & Stove Co.	Parfumeries Melba - - -
Creo-Dipt - - - - -	J. C. Penney - - - - -
Forhan's - - - - -	Pepperell - - - - -
General Weatherstrip - -	Post Bran Flakes - - -
Grape-Nuts - - - - -	Swansdown Cake Flour -
H. J. Heinz Co. - - - -	H. E. Verran - - - - -
Hygeia Bottle - - - - -	V. Vivaudou, Inc. - - -
Jello-O - - - - -	Wall Paper Association -
Knox Gelatine - - - - -	Calumet Baking Powder -

**G**RADUALLY, too, we have been increasing our lineage figures and increasing them through the securing of such new business as this list of advertisers indicates. It is a permanent, successful, healthy growth, based on good advertisers placed by good agencies.

A glance at the lineage figures for town magazines for the month of October, 1928, (from Printers' Ink) will be illuminating—

HOUSEHOLD - - - - - 16,242 lines

Woman's World - - - - - 15,675 lines

People's Home Journal - 12,106 lines

Needlecraft - - - - - 11,730 lines

People's Popular Monthly 11,177 lines

[ *You need a town magazine on  
any list to complete your national  
picture. The HOUSEHOLD  
MAGAZINE is "IT."* ]

# The HOUSEHOLD MAGAZINE

*"The Magazine of Main Street"*

CHICAGO	NEW YORK	SAN FRANCISCO
203 North Wabash Ave.	420 Lexington Ave.	201 Sharon Bldg.
ARTHUR CAPPER, Publisher		

# 26 Pages of Radio News and Advertising

*And*

## The Greatest Radio Show South of The Ohio River

The 26 page "Radio Show Section" of The Courier-Journal, Sunday September 30, 1928, was one of the largest exclusive Radio Show Sections ever published by any newspaper. On the following Monday, Tuesday and Wednesday, Louisville radio jobbers and dealers experienced the most successful "Radio Show" ever staged in this section of the country. Sales and attendance at this big event surpassed all previous records.

Through the co-operation of The Courier-Journal and Louisville Times a unique entertainment program was arranged. Jessica Dragonette, famous lyric soprano of the radio world, appeared in person, as did the Goodrich Silvertown Cord Orchestra and the Silver Masked Tenor; also Ray Miller and his Brunswick Recording Orchestra and other entertainment features of no less popularity.

*All news and advertising promotion  
on this big "Radio Show" was pub-  
lished exclusively in these news-  
papers, and again proved to Radio  
Firms the wisdom and practicality of  
concentrating their advertising efforts  
in—*



**The Courier-Journal  
THE LOUISVILLE TIMES**

Members of The A.E.C.



Members, 100,000 Group of American Cities  
REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

# What Is Money For?

Shall the Consumer Shop by Yardstick, or Is a Romantic Attitude Toward Purchases Logical and Sensible?

By Mark Wiseman

[EDITORIAL NOTE: The following portion of an article titled "From Behind the Advertising Looking Glass" is reprinted from *The Survey Graphic*. Mr. Wiseman's article follows one by Stuart Chase in the November issue of that magazine in which that critic of advertising after differentiating between the different types of copy appeal and method, makes his familiar plea for more scientific buying. "If the consumer is ever to come into his own it can only be through the introduction of the scientific method into consumption." In answering Mr. Chase, Mr. Wiseman, who is a member of The Blackman Co., advertising agency, takes an unusual angle on this old discussion.]

**W**E advertisers . . . know that when you enter the emblazoned maze of the modern drug store or department store, the thin veil of intellectuality will fall from you, and you will become an optimistic, emotional, reckless romantic. And why not? What is money for if not to help us satisfy all the longings of our imagination?

And we have money—lots of it. So much of it that the Yankee bargainer who spent his pennies for ounces and his dollars for bushels is hanging in the gallery of antiques with the wax flowers and the mottoes worked in great-aunt Lucy's hair. Though our population has increased only 23 per cent in 14 years, our national income has increased 170 per cent, and the average family income has doubled. Papa Jones made nearly \$9 in eight hours today. In 1913, the duplicate of Papa Jones made only \$4.50 in ten or eleven hours. And this difference in day's pay and working time represents the difference between shank's mare and a Ford, between a wash-board and a washing-machine, between one new dress a year for Mama Jones and three or four new dresses a year, between Saturday afternoon on the job and Saturday afternoon in the car or on the public golf

course—in brief, between bare necessities and necessary luxuries. And the Smiths are keeping up with the Joneses.

When a family doubles its income, it ceases to be the same family. It looks at life differently. Its members think differently, feel differently, act differently. Its whole standard of values moves to a new level. It turns from a thrifty psychology to a spending psychology.

"Not until a population has been relieved from the necessity of worrying about food and shelter and ordinary clothing," says a recent book of the Crowell Publishing Company, "has it time or inclination or money for graceful living. . . . In this country we know no such thing as famine. Slums are disappearing. . . . Worrying about how to exist is already at an end. The great majority of our population now worries chiefly about the choice of expenditures—whether to get a new car or paint the house, whether to give up smoking to buy more books, whether John needs a new suit more than Mary needs a fur piece."

In such unprecedented circumstances, who is going to pinch the pennies that will buy an extra hour of leisure (with a flaked laundry soap to soak clothes with, instead of rubbing them), or a quicker and smoother shave (with a safety razor), or an extra word of approbation from the neighbors (with a dress-shop frock instead of a home-made one)? And what wife-and-mother will grudge the extra cost of neat dust-proof, damp-proof packages for better crackers and sugar and coffee than her mother's grocer ever scooped out of open-top barrels?

Is this good or bad?

Your answer will depend very largely upon whether you look upon

Reprinted from the November 1, 1928, issue of *The Survey Graphic*.

a dollar as a ticket of admission to a world of realized hopes and satisfied desires, or as 100 pennies to be exchanged for an exact *quid pro quo* of inches and ounces. If you take the latter view, you will measure your money's worth in terms of pure utility versus production costs, distribution costs and the profits of maker and seller. If you are a romantic adventurer, like the mass of your fellow-citizens, your measure will be, not a yardstick or a scale, but your emotions and your imagination.

Most of us get spiritual exaltation just from buying things. We have so few opportunities in our lives to exercise our own choice: Here is a simple and delightful opportunity. . . . The woman (or the man) who went shopping in the company of a gentleman from Washington with a prosaic economic yardstick under his arm would get about as much real fun out of the expedition as a royal pothunter, or a poker-player with a marked deck. The sport would be gone. The ego would have nothing to feed upon.

This romantic and sporting attitude toward the purchases which become our life-symbols, as well as our means of living, opens to the modern manufacturer a rich field which he has quite naturally

sale. Since selling or manufacturing for sale is directly or indirectly the occupation of some 98 per cent of the adult public (the statistic is my own and includes lawyers, doctors, preachers, writers, politicians and blind beggars), advertising expresses the ethics of a considerable variety of authors. To get a figure even approximating the total annual advertising expenditure of American industry today would be next to impossible. It would have to include, not only published advertising figures, but also the innumerable confidential expenses for house-to-house sampling, store demonstrating, circular matter, window signs, and so on. But, looked at without reference to the total business done by the advertisers, it would undoubtedly be a very large figure. Mr. Chase guesses at a billion and a half dollars.

The seventy-five largest national advertisers, alone, spent for magazine space in 1927 the tidy sum of \$55,781,959, or 436 per cent more than was spent by the seventy-five leaders of 1913. Let us see what a figure like this means when broken down. Here is a tabulation showing the expenditures for magazine space of six of the 1927 leaders, compared with their total annual sales as last reported:

	<i>Mag. Adv. Expenditure</i>	<i>Sales</i>	<i>Percentage</i>
Procter & Gamble.....	\$2,700,000	\$191,776,978	1.4
The Postum Co.....	2,400,000	57,287,853	4.19
Lambert Pharmacal Co.....	1,500,000	12,857,221	11.7
The Fleischmann Co.....	1,200,000	64,668,138	8.15
General Electric Co.....	1,200,000	312,603,772	.35
Willys Overland Co.....	900,000	153,119,598	.6

cultivated—with the plow and harrow of advertising.

A large proportion of the *materia vitae* purchased by both Judy and her Park Avenue neighbor are, in some fashion or other, advertised. Their existence may be made known through the pages of a favorite newspaper, a card in the store window, a spread in the *Woman's Home Companion* or *Good Housekeeping*, a billboard on a vacant lot, or a neat little message in the street car.

The business of advertising is to make known that something is for

This range of from  $\frac{1}{3}$  of 1 per cent to nearly 12 per cent, among only six advertisers, shows how futile it is to estimate the relation which advertising expense bears to sales in terms of averages. Even were a reasonable average available, it would tell us little. For example, I know of a specialty manufacturer who spends 30 per cent of his gross income for advertising, but he has no salesmen. It seems safe to say, however, that generally the bigger the business, the lower the percentage of sales and advertising expenditure. And,

unlike conditions during the era of the trusts, the bigger the business, the lower the price to the consumer. This is a fact; not because of any sudden access to generosity on the part of big business (although their attitude toward the public, and their sense of public responsibility, are vastly different from those of the former trusts), but because quantity production permits lower manufacturing and distribution costs which can be (and are) used as weapons of competition.

If you are one of those proud consumers who never, *never* read advertising, and therefore feel that you derive no benefit from it, you may object to paying an advertising cost of 1.4 per cent for your cake of soap, or 6/10 of 1 per cent for your car; yet it is likely—in fact, almost inevitable—that if these products were not advertised, their prices would be higher by considerably more than those small percentages, the difference going into the salaries of more salesmen, into higher production costs due to smaller production, and into a reserve fund to provide against fluctuations in production and sales.

With all its faults, many of which Mr. Chase has admirably pointed out, advertising, when effectively done, is one of the most efficient and economical of all the tools of modern business. It quite often does more work, in less time, per dollar spent, than any other form of commercial effort. It not only calls attention to a product and helps to inform the reader of new methods which aid to more comfortable living; it not only thus makes possible lower costs to both producer and consumer; but it creates a public confidence in the advertiser which is reflected in the standing of his securities; it creates continuity of production, thus preventing periodic lay-offs of workers; and, *mirabile dictu!* it protects the consumer against fraud!

As a consumer, whether of baked beans or pianos, you naturally pay, in the price per can or per leg, your share of the advertising just as you pay your share of salesmen's salaries, freight bills, office and factory overhead, workers' wages, cost of raw materials, man-

ufacturer's profit, jobber's profit and retailer's profit. A long list. What do you get?

That, as Mr. Chase eloquently says, depends.

It depends upon the essential honesty of the manufacturer and the degree of his skill, intelligence, acquisitiveness and marketing ability; the condition of raw materials; transportation rates; rates of jobbing and retailing turnover; the enterprise and acumen of distributing agencies; the consumption rate of the article in question; the degree of your desire for it, and the state of your bank account.

But let's be specific. If you and I go shopping for a moment in quest of diamonds and laundry soap, perhaps some of this commercial patter will translate itself into understandable language.

Diamonds are luxury goods which have no utilitarian value. Their value, as luxuries, is purely arbitrary, and is based upon standards which only an expert can apply. Neither you nor I, from looking at a diamond, can make even a wild guess as to its value because we can't distinguish diamond colors, feather flaws, cutting qualities, and so on. So we have to rely entirely upon the character of our jeweler. The turnover in diamonds is slow, so even an honest jeweler must price his stock high enough to pay, not only the accumulated costs of mining, cutting and distribution, but the interest on his investment for perhaps six months or a year, the cost of his store overhead, plus the profit he must have in order to stay in business. There may be a spread of from 300 to 600 per cent between the mine price of the stone and the price we pay—and if we buy from a gyp dealer, the spread will be considerably greater. Since there are no brands in the diamond business, there is no manufacturers' competition for our confidence. Therefore, we must rely solely upon the word of the retailer in all matters of quality and price.

But when we go to our grocer for a cake of laundry soap, we enter an entirely different set of conditions. We are now buying a product of constant daily use,

quickly consumed, easily testable in our own tub or washing-machine by standards which we ourselves have set from our own experience. We immediately find keen competition for our custom. Manufacturers, selling by brand names, whose business is very sensitive to public favor, beckon from all sides through their advertising. We are literally surrounded by offers of riches in laundry soap. We may make our choice on the basis of color or content or performance or claims or price. And when we have finally chosen, we can be pretty certain, even before we use the soap, that we have got good value, because the manufacturer knows we can check up on his claims, even if he should not be burdened with such excess baggage as personal pride or essential honesty. If we have chosen a widely advertised brand, it is likely that we have paid less than if we had chosen an unadvertised one, for two reasons. First, the advertised soap probably sells in far greater quantities, thus allowing the maker to make it for less and thus sell it to the grocer at a smaller profit—not as a gift to the grocer or to us, but as an attack upon his competitors. Second, the grocer, knowing the wide demand for the advertised brand, prices it low and uses it as a leader to bring more people into his store (where, of course, he expects to sell them other articles which bring him a profit). He may, in fact, sell his leader at an actual loss; but even his normal profit from it is small; from half a cent to a cent a cake.

The ability to "create desire" is, obviously enough, the be-all and end-all of most advertising; and, because the public (my readers always excepted) is in greater or less degree credulous and responsive—not to say gullible—advertising, which can create desire for the bad as well as for the good, draws the fire of socially sympathetic and protective publicists, often with little discrimination.

Mr. Chase is one of the few discriminating critics; but even he either forgets or ignores two psychological facts which bring the public into a sort of liaison of

understanding with the enthusiasm of the advertiser, and further guard it against dupery. In the first place, we are all advertisers in our way. Those of us who use lipstick and rouge, those of us who wear bright neckties and Brooks clothes, all of us who want other people to think a little better of us than we think of ourselves, are advertising our characters and personalities to this laudable end. Second, we all recognize, in some degree or other, the commercial value of desire. If we have a house for sale, we describe its best features, not its worst, because we know that is what is expected of us; and while we may be honest enough to say "Yes" if we are asked whether the street is noisy or the water-tank is dusty, we secretly hope that the questions won't be asked. When we put a price upon our house, it is a compromise between what neighboring property is priced at and what we think the purchaser's mounting desire will ultimately induce him to pay.

Even with this primer knowledge of ourselves, therefore, we should scarcely expect our neighbor who makes tooth-brushes or mechanical pencils or talking machines to cry his product down, or to print in his \$8,000-page an announcement of the defects in it which he hopes to remedy. Perhaps, if it has defects, he should not try to sell it at all; but babies must have shoes, and the thing will work. Without such progressive selling from the imperfect to the improved product, we could not have had the phonograph, the radio or the automobile in their present form—as the public must pay its share of the cost of improvements. This has become a real tenet of American philosophy.

Let us consider and settle ourselves briefly to a discussion of Mr. Chase's proposal for a testing bureau which would, upon application or gratuitously, publish the results of its tests of non-luxury products as a protection for the public.

I have already indicated, somewhat too lightly, perhaps, what seems to me a tenable attitude to-

ward the too-strict application of the economic yardstick in measuring values. Yet I thoroughly agree in principle with Mr. Chase's suggestion—not because of its idealism, but because I am quite certain that the establishment of minimum impartial standards would add considerably to the business of honest manufacturers.

The suggestion is, of course, not new—Mr. Chase describes the salutary effects of the 22-year-old Pure Food and Drugs Act. He has spoken from the public's point of view. Let me say a word or two from that of the advertiser.

Before this legislation was passed, the food business was what is popularly known as a mess. Out of the noisome kettles of a thousand catsup makers, for example, flowed a gooey red stream labeled, "Pure tomato catsup, made from sun-ripened, hand-picked tomatoes, fresh from dewy farms." What the gay and tricksy bottles actually contained was a not-too-carefully sieved collation of half-rotten fruit, the boil-off from parings, unrefined sugar or glucose, smell-to-heaven spices with the flavor dust of the Orient still on them, and a modicum of preservative sufficient to keep the goo from blowing the cork out and still allow the innocent consumer to live. And what was true of catsup was also true, in greater or less degree, of jams, horseradish, soups, margarine—all the food-products whose impure ingredients could be pre-mixed and concealed by smells and coloring matter.

Since the makers of these gyp products could undersell the manufacturers who maintained consistently high standards, the businesses of the latter were in constant jeopardy. There could be no difference in advertising copy, because the gyps used all that part of the English vocabulary which by right belonged to their high-standard competitors. When the bills for truth-on-labels were finally introduced, after a long struggle against a powerful lobby, it was in large part due to the efforts of the ethical manufacturers in the food and drug fields. It was they, indeed, who proved to skeptical

Government experts that pure foods needed no drugs to preserve them!

The passage of these laws placed these reputable manufacturers in a new and practically impregnable position. The gyp had either to reform or to go out of business. As a result, not only has the public benefited through its ability to believe that "pure cane sugar" means pure cane sugar, and "no preservatives used" means no preservatives used; but the high-standard manufacturers have seen their businesses grow almost like mushrooms, and flourish like green bay trees.

It seems inevitable that this principle shall be extended to other fields—the benefits are so patent and far-reaching. One of the largest manufacturers in the country recently supported this view in a private conversation. He is not yet ready to make an aggressive and public move because his competitors have not yet seen the light. He, and a great many others of the same class, are today manufacturing to standards considerably higher than those the Government has set up—and by a number of buying agencies like the New York City bureaus and the Panama Railroad, which buy by specification, they are paid a premium for the extra quality. Yet, because no minimum standards for the products in their respective fields have been publicly established, they are defenseless against sub-standard competition, except as they go to the public, creating confidence through advertising and keeping it through high quality.

Until such standards are publicly established, the self-censored advertising of reputable manufacturers is, I believe, the soundest introduction the consumer can get to products which he needs, or for which his desire can be stimulated.

### Death of James L. Stack

James Langford Stack, for many years chairman of the board of the Stack-Goble Advertising Agency, Chicago, died at Hollywood, Calif., recently. He had not been active in the affairs of the agency for the last ten years. Together with Mr. Goble, he incorporated the Stack-Goble agency in 1893. He was sixty-four years old at the time of his death.



ONE OF A  
series of  
institutional  
advertisements  
published by  
the Hearst  
Newspapers, ap-  
pearing in news-  
papers in eight-  
een key cities  
and in leading  
advertising  
publications.

# HEARS'

*More than 20,000,000 people*

New York American  
New York Evening Journal  
Albany Times-Union  
Rochester Journal  
Rochester Sunday American  
Syracuse Journal  
Syracuse Sunday American  
Atlanta Georgian  
Atlanta Sunday American

# WHO ARE THEY

## *These 20 Million Readers?*

No two trees are exactly alike—but there is no mistaking an oak forest.

The more than twenty million men and women who read the Hearst Newspapers are not merely so many million individuals; they are a massed personality—a force of over twenty million man-power—rich and poor, high and low, representatives of every class and creed, sprung from ancestors of a hundred races.

Bankers and brokers, artists and artisans, great merchants and keepers of small shops, statesmen and students—preachers, teachers, farmers, millionaires, and clerks—differing from each other in pursuits, in rank, in condition, yet alike in spirit and desire.

No matter how else they differ, these three things they are: *young*, all-of-them—not necessarily in years, but in the spirit of eternal youth; *ambitious* for their own and their country's welfare; *progressive* in every thought and act.

It is this combination of qualities that makes these more than twenty million readers of Hearst Newspapers so great a factor in the life of America, such spirited exponents of progress, such eager buyers of merchandise.

And, more than anything else, these millions of readers are, first and last, *thoroughly American*—because the Hearst Newspapers themselves are, first and last, *thoroughly American*.



Keynote of the Hearst Newspapers



# HEARST NEWSPAPERS

00,000 people Read These Newspapers

Chicago Herald and Examiner

Chicago American

Washington, D. C., Herald

Washington, D. C., Times

Boston Evening American

Boston Sunday Advertiser

Detroit Times

Baltimore News

Baltimore Sunday American

Omaha Bee-News

San Francisco Examiner

San Francisco Call

Oakland Post-Enquirer

Los Angeles Examiner

Los Angeles Herald

Wisconsin News (Milwaukee)

Seattle Post-Intelligencer

San Antonio Light

Pittsburgh Sun-Telegraph

*Two of the twenty-eight HEARST Newspapers  
—read by more than twenty million people*

## The Two (2) Best Buys in BOSTON —

*are HEARST  
NEWSPAPERS*

### THE BOSTON SUNDAY ADVERTISER

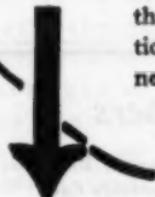
LARGEST SUNDAY  
CIRCULATION IN  
NEW ENGLAND

One of every three families in the Boston and New England market read this newspaper. In no other way, through no other printed medium can as many New England homes be reached at so small a cost as through the Boston Sunday Advertiser.

### THE BOSTON EVENING AMERICAN

LARGEST EVENING  
CIRCULATION IN  
NEW ENGLAND

The Boston Evening American has nearly half (46%) of the total Boston evening newspaper circulation. The American's total and trading-territory circulation is greater than that of the compulsory combinations of Boston morning AND evening newspapers.



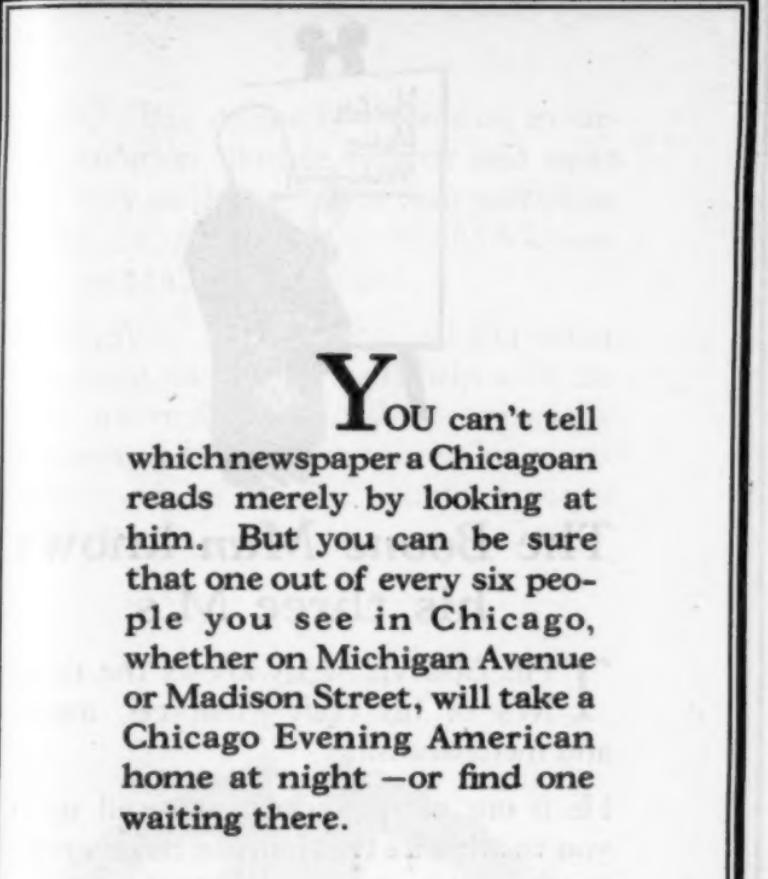
TOTAL NET PAID  
Sunday Advertiser... \$69,631  
Evening American... 296,940  
(A.B.C. Audit, 1928)

E. M. BURKE & ASSOCIATES, Inc.  
National Advertising Representatives  
NEW YORK—Graybar Building  
BOSTON—5 Winthrop Square  
CHICAGO—Old Dearborn Bank Bldg.  
DETROIT—General Motors Building

Members of International News Service and Universal Service

Members of Associated Press

Members of Audit Bureau of Circulations



**Y**OU can't tell which newspaper a Chicagoan reads merely by looking at him. But you can be sure that one out of every six people you see in Chicago, whether on Michigan Avenue or Madison Street, will take a Chicago Evening American home at night —or find one waiting there.

One of the 28 HEARST NEWSPAPERS read by more than twenty million people

**CHICAGO EVENING AMERICAN**  
a good newspaper

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations



## The *Boone Man* knows his three M's

THE *BOONE MAN* knows the three M's of his craft—markets, media and merchandising.

He is one of many men who call upon you to advance the claims of newspapers, but he will be outstanding in at least one respect—he won't burden you with heavy tabulations of interest only to his own Statistical Department.

New York Evening Journal

Albany Times-Union

Chicago Evening American

Baltimore News

Washington Times

Wisconsin News

Six of the 28

# HEARST NEWSPAPERS

*Read by more than twenty million people*

YOU'RE naturally interested in circulation, lineage records and rates but only as they apply to your particular problems. And the *BOONE MAN* knows this and talks accordingly.

So when he calls on you, tell him what you want to do and he'll help with the best information available — especially concerning the six newspapers he represents — in six of the country's major markets.



### RODNEY E. BOONE

*General Manager, National Advertising*

9 East 40th Street  
New York City

CHICAGO

Hearst Bldg.

BOSTON

5 Winthrop Square

DETROIT

Book Tower Bldg.

ROCHESTER, N. Y.

Temple Bldg.



## The *Boone* Man knows his three M's

THE *BOONE MAN* knows the three M's of his craft—markets, media and merchandising.

He is one of many men who call upon you to advance the claims of newspapers, but he will be outstanding in at least one respect—he won't burden you with heavy tabulations of interest only to his own Statistical Department.

---

New York Evening Journal

Chicago Evening American

Washington Times

Albany Times-Union

Baltimore News

Wisconsin News

Six of the 28

**HEARST NEWSPAPERS**

*Read by more than twenty million people*

YOU'RE naturally interested in circulation, lineage records and rates but only as they apply to your particular problems. And the *BOONE MAN* knows this and talks accordingly.

So when he calls on you, tell him what you want to do and he'll help with the best information available — especially concerning the six newspapers he represents — in six of the country's major markets.



### RODNEY E. BOONE

*General Manager, National Advertising*

9 East 40th Street  
New York City

CHICAGO  
Hearst Bldg.  
BOSTON  
5 Winthrop Square

DETROIT  
Book Tower Bldg.  
ROCHESTER, N. Y.  
Temple Bldg.

One of a series of comments by advertisers themselves on the value of the Wisconsin News as an advertising medium.

## "We Are Using a Substantial Share of Our Newspaper Appropriation in Your Paper."

—Three Schuster Stores

### The Three Schuster Stores

Mr. John Black,  
Publisher,  
The Wisconsin News,  
Milwaukee, Wis.

Dear Mr. Black:

In answer to your letter of September 16th, we should say that we regard the Wisconsin News as a valuable advertising medium, as is evidenced by the hundreds of thousands of lines of advertising we are using in your paper this year -- an amount representing a substantial share of our newspaper advertising appropriation.

Furthermore, we believe that the Wisconsin News is making healthy progress and that its consistent growth parallels the expansion of the greater Milwaukee market.

Very truly yours,  
THE THREE SCHUSTER STORES

*Raymond F. Kieft*  
Raymond F. Kieft  
Associate Manager



EKK/BJ

Absolutely Necessary to  
Adequately Cover the  
Milwaukee Market

The Three Schuster Stores, a foremost Milwaukee retail organization, certainly are in a position to judge newspaper values in their own city.

Their letter should be highly significant to national advertisers who are interested in the Milwaukee market.

# WISCONSIN NEWS

MILWAUKEE

Member International News Service and Universal Service.

Member Associated Press.

Member Audit Bureau of Circulations.

One of the twenty-eight Hearst Newspapers

read by more than twenty million people.

Because It Has the Largest Circulation  
and Carries the Largest Volume  
of Advertising of Any  
Daily Newspaper  
in Its Field



Any Schedule  
Designed to Cover  
Los Angeles Must Begin

WITH THE

LOS ANGELES  
**EVENING HERALD**

*Representatives*

New York  
HERBERT W. MOLONEY,  
342 Madison Ave.

Chicago  
JOHN H. LEDERER  
910 Hearst Bldg.

San Francisco  
A. J. NORRIS HILL  
610 Hearst Bldg.

"One of the 28 Hearst Newspapers Read by More  
than Twenty Million People"

Member of International News Service and Universal Service

Member of Audit Bureau of Circulation

# Syracuse Would Shrink

—from a city population of 43,000 families to a mere 8,000 if all the families who read the Evening Journal should pack up and leave! For they number nearly 35,000!

But few families leave prosperous Syracuse with its diversification of industry and potentialities for future growth.

And remember that space buying in Syracuse is no problem! The Syracuse Journal will do the job!

## THE SYRACUSE JOURNAL

One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people

*National Representatives:*

**E. M. BURKE & ASSOCIATES, INC.**

**420 Lexington Avenue, New York City**

5 Winthrop Square  
Boston, Mass.

General Motors Bldg.  
Detroit, Mich.

208 North Wabash Ave.  
Chicago, Ill.

**CONGER & MOODY**

Hearst Building  
San Francisco, Cal.

117 West Ninth St.  
Los Angeles, Cal.

*Member of International News Service and Universal Service*

*Member of Audit Bureau of Circulations*

# Fairy Tales



*"The Press Is First in Everything."* "Greatest Circulation. Daily and Sunday"

The first statement is used by the Press quite frequently and the second has been appearing on the front page of the Press every day. But—

**The TRUTH Is**

that instead of being first in everything, the Press is first neither in daily nor Sunday circulation. Daily it is poor second in circulation, and on Sunday the tail-ender by about 50,000. These comparisons are reached through a study of the Pittsburgh Press' own Government Circulation Statement of October 1st, 1928.

*"From an Advertising Stand-point Pittsburgh Is a ONE Newspaper Town"*

which is an "argument" the Press uses frequently in trying to convince advertisers that the Press alone covers Pittsburgh.

**The TRUTH Is**

that the City of Pittsburgh, as defined by the Audit Bureau of Circulations, is a community of approximately 1,000,000 people. And as no Pittsburgh newspaper sells more than 150,000 copies in this district, it is evident that no one newspaper has sufficient coverage to warrant the above

*One of the Twenty-Eight Hearst Newspapers read by more than twenty million people*

## THE PITTSBURGH SUN-TELEGRAPH

Member of International News Service and Universal Service

Member of Associated Press

Member of Audit Bureau of Circulations

claim. And the Pittsburgh Press, second in total circulation both daily and Sunday, would not be the paper to use if only one were sufficient.

*"The Press Goes Into 9 Out of 10 of the English Speaking Homes in Pittsburgh District"*

which means that Pittsburgh is either composed chiefly of illiterates and foreigners, or the government census and the A. B. C. are all wrong in their figures. Neither of which is true.

**The TRUTH Is**

that Pittsburgh has 250,000 families and the Press, according to its own circulation statements, reaches less than half of them, daily, and even a smaller percentage on Sunday. Since the 3c price became effective on both evening newspapers, practically all duplication has been eliminated and each newspaper has its own definite market that it alone can reach.

*Misleading statements about complete coverage and circulation leadership are a poor substitute for facts. Pittsburgh is a two-newspaper town and the Sun-Telegraph is ONE of the newspapers necessary for complete and low-cost coverage.*



New skyscrapers towering over Greater Oakland streets; new factories\* adding millions to the city's production; new civic docks presaging the West's greatest sea port; new stores fast extending an already great trade area; new homes delighting new thousands in Greater Oakland's age-old hills—today's harbingers of an even greater tomorrow!

\*Recently announced factories for the Greater Oakland area include Chrysler, Dodge, Ford, Fisher Bodies.

You cannot cover this vast market of 600,000 people with San Francisco newspapers, for this is now an Oakland newspaper territory. Only in Oakland newspapers will you get your story into *all* of Greater Oakland's homes—homes that own more automobiles per capita than prosperous, trans-bay San Francisco and spend some \$300,000,000 annually in retail trade! Nor can you count on full coverage in Greater Oakland unless your schedules include

## THE POST ENQUIRER

*"Oakland's fastest-growing newspaper"*

Here is a circulation exceeding 60,000 with practically no local duplication—a circulation that goes, almost entirely, "in the front door"—a circulation which is linked with more advertising annually than is carried in any other newspaper in the six-day evening field around San Francisco Bay—San Francisco papers included!

In your own best interests, get more facts about Greater Oakland and the Post-Enquirer. Our representatives will be as glad to assist you as will we, ourselves.

### REPRESENTATIVES

VEREE & CONKLIN, INC., New York, Chicago, Detroit, San Francisco  
KARL J. SHULL, Transportation Building, Los Angeles

One of the twenty-eight

## HEARST NEWSPAPERS

*Read by more than twenty million people*

Member of International News Service and Universal Service  
Member of Audit Bureau of Circulations

# Program for Agency Convention Is Broader in Appeal

Designed as an Opportunity for Interchange of Views with Key  
Representatives of Other Branches of Advertising

THE annual convention of the American Association of Advertising Agencies, which is to be held at the Mayflower Hotel, Washington, D. C., on November 14 and 15, it is anticipated, will bring a larger and more diversified audience than has heretofore attended its meetings. Accordingly, the program which has been prepared for the four sessions reflects a broad appeal both in the topics to be discussed and in the representative work engaged in by the speakers.

As has previously been announced, it is the decision of the executive board of the association to throw open the convention sessions for discussions of subjects outside of the association's ranks.

An outline of the forward-looking aims of the association will be presented at the opening session by John Benson, president. The research work of the association will be reviewed by Stewart L. Mims, of the J. Walter Thompson Company, and Dr. Daniel Starch, director of research of the association. They will discuss the results of the farm-paper survey, recently completed.

The association also has under way an analysis of newspaper circulation in the key cities of the country and reports on the plan and progress of this survey will be discussed. T. O. Grisell, of Batten, Barton, Durstine & Osborn, will talk on "Trading Areas—How to Delineate Them." These discussions constitute the opening session which will be presided over by H. K. McCann, chairman of the board of the association.

The afternoon session on November 14 will be presided over by Mr. Benson. Speakers and their topics will include:

Guy Smith, vice-president of the Association of National Advertisers, "Chain Store Development Effect upon National Advertising and Advertising

Brands"; L. D. H. Weld, The H. K. McCann Company, "Export Advertising—How to Handle It—What Channels to Employ"; and J. K. Fraser, The Blackman Company, "Some Observations on Copy."

An address on radio advertising will feature some deductions made in the survey recently conducted by Dr. Starch for the National Broadcasting Co. Helpful suggestions as to the technique of radio advertising will be outlined. This topic will be covered by L. Ames Brown, Lord & Thomas and Logan, who also is chairman of the association's committee on radio advertising. Earle Clark, J. Walter Thompson Co., and K. L. Hamman, Hamman Advertising Organization, both will talk on agency finance and accounting.

A general discussion of matters affecting agency's relations with publishers and their representatives will occupy the attention of the morning session on November 15. The following will participate:

Henry T. Ewald, Campbell-Ewald Co., "Problem of Cash Discount" and the "Difference Between Local and National Rates"; Philip L. Thomson, president, Audit Bureau of Circulations, "Circulation Values" and Guy Richards, The Erickson Co., "An Efficient Media Department."

Two speakers will discuss the problem of agency contact with publishers' representatives. From the representatives' standpoint, the topic will be presented by C. F. Kelly, Kelly-Smith Co., and, from the agency's viewpoint, by J. J. Hartigan, Campbell-Ewald Co. "Business-Paper Advertising," a talk by Malcolm Muir, McGraw-Hill Publishing Co., will include a discussion on how to handle it, what is a proper schedule and the question of agency commission. Edward L. Greene, general manager, National Better Business Bureau, will explain the new policy of the Bureau and its advisory committee. J. M. Farrell, The Blackman Co., who is chairman of a special committee representing the Four A's which is interested in establishing a wider standardization of mechanical production, will talk on this phase of advertising work.

At the closing session there will be discussion of subjects of special interest to agencies affiliated with the association. Officers and members of the executive board will be elected at this session, at which Mr. McCann will preside.

## Death of W. L. Barnhart

**W.** L. BARNHART, resident vice-president and manager of the publicity department of the National Surety Company, New York, died October 23, following an operation for appendicitis. He was forty-five years of age and is survived by his wife, a son and two daughters.

Thus in two sentences readers of PRINTERS' INK are given the news of the passing of a man who was not actively associated with advertising, or, indeed, with the selling of any tangible commodity. Nevertheless, to thousands of readers of the PRINTERS' INK Publications, this news will come as a shock. For more than five years Mr. Barnhart had contributed to the pages of PRINTERS' INK. To read his articles on selling, salesmen and salesmanship was considered a privilege by many of our readers. This we know from the response the articles received.

To such readers the death of Mr. Barnhart will seem to be a real loss. To those who knew him personally there is a realizing sense that there has passed from earth a man of tremendous personal magnetism and one who was capable of instilling in others to a marked degree the will and the power to accomplish better things than they could do alone.

This tribute comes from E. M. Allen, executive vice-president of the National Surety Company:

"Mr. Barnhart was a practical idealist. His was a constructive, vigorous mind that delighted to tackle difficult problems and find a way of solving them. He was a constant inspiration to the producers of the National Surety Company."

The score and more of articles by Mr. Barnhart in PRINTERS' INK

and PRINTERS' INK MONTHLY will be an enduring memorial to his ability to instruct salesmen. The repeated requests for extra copies of the issues containing these articles quickly exhausted the supply. They have been reprinted by other publications, have appeared in house-organs and have been issued by various companies in pamphlet form. Two of the most talked about were entitled "Sure-Fire Stuff" and "The Magic Formula of Sales Success." It seems fitting that all of these articles should be here listed:

### PRINTERS' INK MONTHLY

"The Sure-Fire Key to All Sales Objections," October, 1928.

"Sure-Fire Ways of Meeting Sales Objections," August, 1928.

"It's the Persistence with the Smile That Wins," May, 1928.

"Sure-Fire Stuff," January, 1928.

"That Right Mental Attitude," March, 1927.

"Cost Accounting for Salesmen," March, 1926.

"A Daily Meeting of Salesmen 3,000 Miles Wide," December, 1925.

"Fighting for Places on the Sales Team," November, 1925.

Salesmen Gushers or

"Are Your Probers?" June, 1925.

### PRINTERS' INK

"The Line of Least Resistance," Oct. 25, 1928.

"Comments of a Man Who Does Not Know Advertising," Sept. 27, 1928.

"Nine Ways to Cut the High Cost of Unproductive Calls," June 25, 1928.

"The Magic Formula of Sales Success," Apr. 12, 1928.

"Nine Ways to Answer 'Your Price Is Too High,'" Feb. 2, 1928.

"Our Best Sales Contest Started Spontaneously," Dec. 1, 1927.

"Taking the Curse Off the Pep Letter," Oct. 20, 1927.

"When Two Plus Two Equals Eight," June 16, 1927.

"Selling Quota to the Salesman," Feb. 17, 1927.

"This Sales Contest Increased Business 30 Per Cent," July 1, 1926.

"Should the Salesman Turn the Other Cheek?" May 20, 1926.

"The Procrustean Bed for Salesmen," Jan. 21, 1926.

"A Sale a Day Keeps the Blues Away," Nov. 5, 1925.

"A Pacemaker for Salesmen," Sept. 6, 1923.

Robert S. Kretschmar, formerly with the Warren Publications, has joined Nelson, Duncan & Harlow, Boston, advertising.



W. L. BARNHART



# It's a Bargain

In each of the four primary distribution districts of the United States, Farm Life offers quality advertisers, more good farm paper circulation for the money than you can buy in any other way. You get the advantage of quantity production on sectional service. Every copy is crammed with genuine reader interest.

*Write for maps and rates*

T. W. LeQuatte  
*Publisher*

# Farm Life

Spencer, Indiana



# Boston holds two



# wags of money . . .

The Boston market as it affects the advertiser seeking to establish his product, must be considered entirely apart from any other city in the country. To the casual visitor Boston is much like any other great municipality. To those who know, Boston is different, for Business Boston's population of nearly two million people is divided into two distinct groups.

This separation is not one that can be sorted and classified with one group marked "A" and the other "B"—the difference is far more subtle. It is, however, a definite and unchanging divergence in the opinions, habits, likes and dislikes of those composing the two groups. It is the inevitable result of heredity, of tradition and environment and is reflected in the Boston marts in no uncertain manner.

Boston is the fourth largest of the country's important trading centers. As a matter of fact the business Boston area, embracing all that thickly settled territory within a radius of fifteen miles of city hall, is the most densely populated territory in the United States except New York. But this compact market with its nearly two million people is divided—Boston holds a double treasure for the wide-awake advertiser.

The newspaper situation in Boston parallels the separation which exists between the two population groups. The four leading dailies serve one group or the other. The Boston Herald-Traveler has allied itself to the group representing the major outlet of Boston's leading retailers. It is also the surest and most profitable outlet for national advertisers.

Income-tax returns for the Boston metropolitan area show that the Herald-Traveler group is, by far, the group of greater per capita wealth and therefore of greater buying power. It is significant to the advertiser, that this important group is covered by the Herald-Traveler and by the Herald-Traveler alone.

This is the situation that confronts the advertiser who seeks to reach the entire Business Boston market. For him there is but one recipe for advertising success. To cover the entire field—the double market—both population groups must be reached through their favorite newspapers. The Herald-Traveler must be used to influence the more important group. One of the other three newspapers is needed if most of the other group is to be reached.

## BOSTON HERALD-TRAVELER

---

Advertising Representative:  
GEO. A. McDEVITT CO.  
250 Park Avenue, New York, N. Y.  
914 Peoples Gas Building  
Chicago, Ill.




---

For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising, among Boston newspapers.



*"Talk about direct advertising, I have been receiving a mailing every month for seven or eight years and I understand the campaign has been running for more than a dozen years. Know what it is?"*

*"Haven't the slightest idea."*

*"The Buick Bulletin, a magazine. That's direct advertising. It helped sell me, for I have just bought my first Buick. Why don't we use a magazine to get under the skin of our prospects?"*

*"I'll look into it with you. I recall now that Evans-Winter-Hebb work with Buick on the *Bulletin*. I suggest you write Evans-Winter-Hebb for some facts about private magazines. Might as well do it this afternoon."*



## EVANS-WINTER-HEBB Inc. Detroit

820 Hancock Avenue West

New York  
1950 Graybar Building

Chicago  
180 North Michigan Avenue

The business of the Evans-Winter-Hebb organization is the execution of direct advertising as a definite medium, for the preparation and production of which it has within itself both capable personnel and complete facilities: Marketing Analysis • Plan • Copy • Design • Art • Engraving • Letterpress and Offset Printing • Binding • Mailing

# Do Special Editions Undermine Reader Confidence?

Inland Publishers and Editors, if They Agree with S. E. Thomason, Must Answer "Yes"

FOR forty-three years, the Inland Daily Press Association, made up of publishers and editors of Middle- and Far-Western newspapers having a total circulation of 4,848,460, has been holding an annual fall meeting in Chicago. Gathering last week, in conjunction with the convention of the Audit Bureau of Circulations, members of the association exchanged opinions and experiences on a range of newspaper problems varying from the free publicity evil to the freight-rate problem.

S. E. Thomason, co-publisher of the *Chicago Daily Journal*, who spoke at the association's first luncheon, started one of the several controversial front-line battles by attacking special editions. While admitting there are exceptions, he defined the usual special edition as "an excuse by which a publisher obtains advertising revenues from those who, for one reason or another, cannot refuse."

"Without question," he continued, "the business of publishing special editions is more respectable, but it is in many respects comparable to the enterprises carried on by those gentlemen in some of our large cities, whose principal 'plant equipment' item is a large woolen sock. It is their method to fill this sock with sand, take a position in a dark alley and, when sufficiently prosperous prospects approach, do their stuff. The net results are about the same. The prospect approached loses his money and a little soreness around the head is about all he has to show for it when the transaction is completed.

"Special editions are issued by most of us only upon occasions of great historic importance or immense public significance, such as the erection of Krauss' New Paris Laundry, or the cornerstone ceremonies for Mr. McGuire's new Texaco Filling Station. Sometimes it is the seventeenth anniversary of

the installation of one of our own stereotype mat rollers that affords the auspicious and momentous occasion. The news columns of these editions are given over to the life histories of those who have contributed to the noble work commemorated, with two-column cuts of these gentlemen. We must all concede that the news matter in specials, at its best, is not the character which the customers jump out of the window to buy."

According to his understanding, Mr. Thomason went on, the fundamental purpose of advertising is to move goods from the shelves. He considers that the special edition achieves no such purpose. Sometimes the advertiser gets a little flattery out of it, but it doesn't bring the crowds to his store or to his office.

## NO READER CONFIDENCE

The special edition, he maintained, enjoys no reader confidence. When the reader sees the autobiography of White or Smith in a special edition he knows that White or Smith has paid for the insertion of this material in one way or another. The reader has paid two or three cents for the paper because he wants the news. He expects the newspaper to supply news acquired through its regular channels and he knows that a part of the price he pays goes to the newspaper for that purpose. He expects the paper to give him something in return and when he sees the life story of the laundry man, he knows he has been cheated. The newspaper has taken his two cents and in return has given him something for which it has already been paid by White or Smith.

"I believe it is a fact," Mr. Thomason said, "that not 10 per cent of the A.B.C. circulation of a newspaper reads the contents of special editions. Any publisher who tried to build up his circula-

tion with news and advertising matter published in his newspaper of the character of that in special editions would fail in thirty days."

In his opinion there is not an average of one occasion in five years in most of our cities and towns when a civic movement is sufficiently significant to justify commemoration by a special edition. The publisher who takes the easy money to be had from special editions, he claimed, is undermining the foundation of his business—reader confidence—and he is going to find it more and more difficult to sell advertising. Ultimately, Mr. Thomason feels sure, the newspaper reader who has not been furnished with honest news or honest editorials is going to lose confidence in the publication and, in addition, he will lose confidence in its advertising just as surely as he lost confidence in its news columns, even though he continues to buy the paper.

"You all remember the story," he said in closing, "of the gentleman who insisted on shooting craps. Week after week his wife said to him: 'Why do you keep on going to that game? You know it is crooked.' He replied: 'Yes, I know it is crooked but it is the only crap game in town.' Your reader may continue to buy the paper because it's the only one in town, but if he has no confidence in it he won't buy its advertisers' goods. Reader confidence in the newspaper's news and advertising columns is the first great essential of any newspaper's success. And special editions will destroy it."

While not so controversial in nature, a discussion of the methods and progress of those who seek free publicity drew considerable fire from various members of the association. Recently, it was pointed out, the paper of one prominent member had been blacklisted by a tire company because it refused to avail itself of this firm's publicity material.

The report of the secretary, Will V. Tufford, of Clinton, Iowa, and a talk, "Us Suckers," by George B. Dolliver, of the Battle

Creek, Mich., *Moon-Journal*, both stressed the point that this dictatorial stand of some advertisers or their agents and the space-grabbing evil in general can be effectively combated only by concerted action on the part of the group. Individuals often can be crushed, it was pointed out, but not so with the group. One member said he took the trouble to send a postcard to each agency or firm sending out such free material, asking that his name be taken off their list. He encouraged other newspapers to do the same.

W. J. Mathey, manager of the traffic department of the American Newspaper Publishers' Association, explained to the convention the stand his group is taking in regard to the freight rate problem on newsprint, which will soon be brought up for discussion before the Interstate Commerce Commission. The Inland banded with the Southern Newspaper Publishers' Association in accepting Mr. Mathey's suggestion that they be represented by the American Newspaper Publishers' Association at this conference.

One of the by-products of this convention was the organization, by its Indiana members, of an Indiana State Press Association. This new group will take its place along with the other State press associations.

### William Reynolds, Advertising Manager, Servel Sales

William Reynolds, who has been with Servel Sales, Inc., New York, for the last two years, has been made advertising manager, succeeding J. M. Bickel, who resigned to become sales manager of Holmes Products, Inc., of that city. Prior to joining the Servel company, Mr. Reynolds was advertising manager of the New York and Queens Electric Light & Power Company and, at one time, was with the George Weiderman Electric Company.

### R. D. Smith, Vice-President, David H. Colcord Agency

Ray D. Smith, formerly with the Gehring Publishing Company, New York, has been made vice-president of David H. Colcord, Inc., advertising agency at Chicago. He was at one time with the J. Walter Thompson Company.

**4 EDITIONS**

*Grocery Edition*  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

*General Merchandise Edition*  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

*Administration Edition*  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

*Druggist Edition*  
**CHAIN STORE AGE**  
A MONTHLY BUSINESS PAPER FOR CHAIN STORE EXECUTIVES

**A PUBLISHING plan that gives intensive reader interest—eliminating waste circulation—and allowing the advertiser to buy the distinct fields he wants to reach.**

**CHAIN STORE AGE**  
93 Worth St., New York

# Greenville knows *what the well-dressed*

**G**O into any smart men's store in New York and ask what gloves—or collars—or waistcoats—are correct this fall or for any special occasion. You will get a prompt, authentic answer. That is not remarkable. But go into almost any first class men's store in the country and you will get the same information. That is remarkable. But it is instantly understood when you know that leading clothiers and haberdashers everywhere base their purchases and their counsel to their customers on one accepted source.

It is Fairchild's Dress Chart—a tabulation of correct styles in men's wear for every occasion. It is only a piece of paper—severely plain, cross-ruled and printed, with a border of illustrations, but it is framed and hung like a picture on the walls of thousands of men's stores. It is the arbiter of correct dress for salesman and consumer alike. It is the unfailing guide to the buyer going to market and the buyer before the counter. Its acceptance by both is a striking recognition that Fairchild is the authority on style in men's clothing and accessories. And it is a symbol, too, of the dependence of clothiers and outfitters upon the Fairchild Publications—Men's Wear,\* Daily News Record and Man—



and his clothes—and the world-wide organization that stands behind them.

To the members of the great three-and-one-third billion dollar men's apparel trade, the Fairchild Publications with their authentic news of men's styles, are as essential as the ticker to the stockbroker. Men's Wear\* and Daily News Record are indispensable intelligent buying and intelligent selling. They are equally indispensable as a medium of advertising for the manufacturers selling through the men's wear trade.

\*With its Western Edition, Men's Wear.

## The FAIRCHILD

8 EAST 13th STREET NEW YORK

CHICAGO

BOSTON

PHILADELPHIA

WASHINGTON

ROCHESTER

# ows well as Gotham sman will wear

## The Men's Wear Magazines —and their readers

"Men's Wear" and "Men's Wear—Chicago Apparel Gazette" are really two editions of the same publication, circulating respectively in the East and in the West. Their space is sold either separately or in combination.

Their combined net paid circulation for the six months ending June 30, 1928, averaged 4,381 copies A.B.C. The June 6, 1928 issue ran to 14,411 net paid, divided as follows:

Occupation	Number of Copies
Retail trade . . . . .	11,177
Wholesale . . . . .	300
Manufacturers . . . . .	1,095
Miscellaneous . . . . .	398
Unclassified . . . . .	1,441
Total . . . . .	14,411

The retail readers numbered 38,648—an average of 3.46 readers per copy. Specifically, there were among them:

Owners, Partners, Presidents . . . . .	10,341
Vice-Pres., Treas., other officers . . . . .	1,628
Merchandise Managers . . . . .	2,019
Advertising Managers . . . . .	2,082
Superintendents or Gen'l Managers . . . . .	1,044
Salaried Buyers . . . . .	3,689
Controllers . . . . .	175
Credit Managers . . . . .	747
Display Men . . . . .	3,106
Salespersons . . . . .	13,317
Delivery Managers . . . . .	118
Personnel Managers . . . . .	382
Total . . . . .	38,648

A detailed tabulation of the circulation and buying power of the Fairchild Men's Wear publications is available to research men under the title "Leadership of Fairchild Men's Apparel Publications." Address the Fairchild Inquiry Department.

## HIL PUBLICATIONS

STRE NEW YORK, N. Y.

LADEPH LOUIS

LONDON

LOS ANGELES

PARIS

BERLIN

### WOMEN'S WEAR DAILY

*The Retailer's Newspaper*  
30,194 net paid (ABC)

### DAILY NEWS RECORD

*Textile-Apparel News and Ideas*  
13,234 net paid (ABC)

### WOMEN'S WEAR MAGAZINE

*The Authority on Feminine Styles*  
21,348 net paid (ABC)

### MEN'S WEAR

*The Men's Style Authority*  
14,381 net paid (ABC)

### FAIRCHILD'S INTERNATIONAL MAGAZINE (PARIS)

*An International Textile and Style Monthly*—8,000 distribution

### MAN—and his clothes (LONDON)

*British and Continental Style News*—10,000—over 8,000 net paid

### FAIRCHILD BULLETINS LONDON—PARIS

### FAIRCHILD TRADE DIRECTORIES of the Textile-Apparel Field

### FAIRCHILD TEXTILE- APPAREL ANALYSIS



## *The Stock That Underwood Built*

This is a photographic collection that insures the fulfilling of universal illustrative needs.

It is a place to find what you want when you want it and made like you want it.

A request from you will bring sample prints on approval.

*Two subjects are about all we can show on this page—But our catalog—available for your files without charge—will bring you reproductions of several hundred.*

*And this is only a small portion of our rapidly growing stock.*

**UNDERWOOD**  
**UNDERWOOD**

UNDERWOOD & UNDERWOOD, 246 West 33rd Street, New York

We are interested in photographs of .....

Firm .....

By .....

Address



# The Professor of Economics Looks at Advertising

"Marketing and Advertising" Makes Two Sorts of an Economic Appraisal

By Roy Dickinson

WHENEVER a professor of economics writes a book on advertising it is worthy of attention.

For one thing the study of economics at college attracts the young man who is going to take up a business career rather than a professional one. Then, too, many favorable economic appraisals of advertising have been made by distinguished people—such as the President of the United States, the King of England, the late Lord Leverhulme and a host of industrial leaders.

If advertising has no economic justification it will eventually wither away, as have other wasteful practices that failed to have economic worth.

Consequently, when Professor F. L. Vaughan, professor of economics at the University of Oklahoma, writes "Marketing and Advertising"—described as "an economic appraisal"—and the book is published by the Princeton University Press, it has a double interest.

But economics is a very broad subject. It sometimes deals with conditions as they are now and here. Sometimes it sets up an ideal society and judges present practices in the light of their effect upon some distinct Utopia of dreams.

One thing which makes Professor Vaughan's new book different from many others which have hurled bricks at the business of advertising, is its frank admission in the first chapter that two totally different points of view are possible.

The two points of view are the individualistic and the public; "One is pecuniary in purpose, method and result and the other is social." It is the failure to draw this distinction which has made so many other advertising books useless as critical works.

Every separate writer had his own social Utopia in mind when he wrote and his particular brand of heaven on earth was bound to color his treatment of things as they are now and here.

A manufacturer, for example, who by improving his product, advertising a new use, and discovering new outlets, may have reduced the expense of selling his product and earned more money for his stockholders while giving the consumer more for his money, would seem to have done a good job for all concerned. But for some ideal society it might mean, as Professor Vaughan points out, "an unnecessary and wasteful duplication of the media of marketing." The acquisitive attitude he says is obviously the antithesis to the social. It is difficult for me to see just why the acquisitive attitude of Henry Ford or a washing machine manufacturer doesn't help the whole social structure. I fail to comprehend a world in which somebody won't profit from a good idea well marketed. But I am not a professor of economics.

Professor Vaughan proceeds to show how the cost of performing the function of marketing has risen since the development of the factory system and how an increasing proportion of the population has been engaged in selling goods and a decreasing proportion in making them. To indicate how distribution costs have increased, he points out that in 1921 oranges on the trees in California brought \$2.30 per box to the grower while the consumer paid \$7.52. For this, page after page he blames advertising, and yet near the end of the book Professor Vaughan says:

The California Fruit Growers' Exchange furnishes the illustration par excellence of the maximum benefit that may be derived from the co-operative marketing of such commodities. This concern employs the most expert meth-

ods in marketing—the best ways of performing the marketing functions. On the other hand, if the product, as cotton, is durable, the farmer is not intimidated by a very limited time in which to dispose of his product. He can afford to wait. Such a product can be graded successfully, making possible a world market. Assembling, transporting, and storing are simplified. There is more market information and less risk. One finds little or no justification for marketing a durable product on a co-operative basis.

If the demand for a product is elastic but at the same time has potentialities of becoming inelastic, co-operative marketing may accomplish wonders in converting the one kind of demand into the other. Such a result is ordinarily beyond the realm of possibilities of the individual farmer.

The California Fruit Growers' Exchange again furnishes an excellent illustration. The demand for oranges today is less elastic than formerly. For certain classes of people, those with higher incomes, the demand has been made inelastic. This was done by the arousal, stimulation, and intensification of demand, largely through advertising. The product lent itself to this kind of development. The prices of oranges have kept pace with the rise in the general price level, while the consumption of them per person has greatly increased. The cost of advertising, etc., in bringing about this result, by being spread over a large volume of business, was very small per box of oranges. Such a program of demand stimulation, calling for national advertising, was impracticable to the individual grower. An elastic demand capable of change, and group action through co-operation, may bring helpful results to the farmer.

But a careful study of the history of many another co-operative marketing campaign or many a manufacturing business would show that advertising has helped keep costs down for the consumer, benefited the producer and kept more people at work more continuously. Thus by adding to wealth and production, while keeping down the cost of commodities, advertising would seem to have performed a most useful economic service. Yet this professor of economics blames advertising for all sorts of things.

"We no longer have just oatmeal, but a great number of brands and a diversity of containers," he says. "Today, prunes, dates, raisins, lard, cheese, crackers, coffee, to mention no others, are sold both in bulk and in package. It is evident that the situation necessitates an increase in variety and therefore in the stock of goods which the middleman carries."

And this great diversity is blamed for the high cost of distribution, because many articles become shelf worn or otherwise deteriorate in quality. But it is safe to say the carefully packaged advertised brands cannot be accused of this sad plight nearly as much as the unadvertised which are sold in bulk.

Again:

"Whenever the manufacturer in self-defense is compelled to resort to advertising, he is apt to meet high expenses in the performing of the marketing functions. The result is an increase in the cost which society directly or indirectly must bear."

But it is hard to discover whether the professor means this in the ideal or the present state. If the community is now buying a coffee or any other product which it likes and wants to use continually, the other manufacturer is never compelled in self-defense to advertise unless he is acquisitive. Let him sell something else or refuse to advertise. If the public is paying too much for the advertised brand, it will, one would think, buy his unadvertised brand, if it is just as good and so much cheaper.

The social cost of advertising is given a whole chapter to itself. A few short quotations give an indication of its method and its conclusions:

He wanted to lift his product out of the slough of price warfare and place it upon a plane of distinction where its lauded virtues and not primarily its price would attract the public. Trademarking and advertising furnished the means for the attainment of this goal.

A common policy of publications which is worth noting specially is their allowance of the so-called "agency commission." This amounts as a rule to fifteen per cent of the card rate for advertising space and is given to agents who place the advertising but not to the advertiser himself.

Under such conditions the agency naturally is interested in seeing the advertiser take more and more space. Of course, an advertising agent may honestly try to work for the interest of his clients and therefore not recommend additional space unless he really believes it is to their advantage. The agent, however, cannot always be as honest as he thinks he is. There is a strong psychological influence at work which tends to convince him that the welfare of his client demands more space, whereas a totally unprejudiced

observer might conclude that this particular client was doing all or even more advertising than he should.

Here is a criticism of advertising in the world as it really is which is worth consideration:

Any advertising which promotes the regularity of sales of a product is conducive to the maximum utilization of the factors of production and the diminution of cost of the manufacturer, and therefore should enable him to charge a lower price. Most advertising, however, has accentuated the irregularity of sales, being employed the most when business is booming, and the least when business is dragging. The maximum of advertising prevailed during the war boom and the minimum during the subsequent depression; profit and advertising expanded and contracted together. The maximum of advertising when sales are greatest and the minimum when they are the least exaggerates the irregularity of sales and causes the cost of making and selling goods to be greater. The consumer, of course, pays directly or indirectly for this additional cost.

However, a few concerns—and comparatively speaking, they are the exceptions—have promoted the regularity of their sales and reduced their costs of making and selling goods. In the light of this limited accomplishment, the defenders of advertising have concluded that this art may become the instrument for regularizing economic activity in general. The fallacy of such a deduction lies mainly in the application to all industries of what may be true of a specific enterprise.

Well, professor, if a few more increased advertising when business was slow, it would please all men in the business of advertising and would help considerably in preventing the old-fashioned shutdown when sales fell off slightly, with its consequent unemployment. And we are inclined to say that far more concerns than the professor thinks have been able to iron out seasonal fluctuations in production by advertising. A very considerable number of national advertisers have accomplished much along this line.

Here is another accusation against advertising:

Advertising also helps to make hurried, tremendous, and often unwarranted changes in the consumption of goods in which style and fashion are absent or insignificant. Demand may shift suddenly from one brand to another or from one industry to another, not primarily because of price appeal but because of the modification in the psychology of people. Some of the favorite brands of ten years ago and the companies that manufactured them

have disappeared. What has happened to their factories—their equipment and their labor force? Maladjustment of the factors of production is self-evident.

Today manufacturers do not try to make what people have decided they want, but rather to produce something and then try to make people like it. Usually they succeed in realizing large initial sales at least; but additional business may not follow, especially if the advertising is not persistent.

That particular accusation in the world as it is, has much truth in it. It is a plea, in fact, for a careful try-out before a new product is launched.

In this chapter on advertising is a chart which represents the advertisements of various brands of coffee which appeared in a daily paper during a period of six months. It shows that the rival advertisements ran in cycles. The professor calls them "offensive and defensive campaigns." He calls such competitive advertising "the acme of economic waste."

The same accusation, it would seem, might be made against two salesmen making successive competitive calls on the same desirable customer. Moreover, one is inclined to think that after the citizens had been apprised of the claims of the two rival coffees, they continued to purchase in largest number that brand which best suited their taste and their pocketbooks. It is logical to assume that neither manufacturer continued to advertise competitively if his sales didn't justify it. No manufacturer today is advertising to see his name in print or to publish pretty pictures. In this actual society as it is now constituted, manufacturers advertise to get sales. If their product is no good, advertising won't sell it. There may be a waste in advertising a product which can't compete successfully, but it would fail anyway. Doesn't advertising which costs real money merely hasten the downfall of the less desirable product? And isn't that a good thing?

Professor Vaughan doesn't think so. He believes competitive advertising is annoying and serious. He says:

Another aspect of competitive advertising and its attendant waste is the

higher quality as well as the greater quantity of advertisements which are now necessary to attract attention. The multiplicity and variety of advertisements are a great strain on the mental faculties. Each one of a hundred, appearing perhaps in a single magazine, is seeking the attention of the reader. The consequence is that none of them may succeed. To paraphrase the philosophy of Hegel, advertising by everybody may mean advertising by nobody. Hence there is a resultant rivalry in advertising by using more space and finer technique. Each advertisement is designed to outdo and overshadow the others in commanding the attention of the reader. One manifestation of this situation is the increasing extent to which psychology is employed in preparing advertisements and selecting the media. Tests are even made to ascertain the best "locations," as in a magazine, from the standpoint of getting and keeping the attention. The most desirable locations, as the back cover, are by far the most expensive; and they are in demand by advertisers as one way of attaining effectiveness.

Some concerns make splurges in their advertising to attract attention, and thus set the pace which others follow; and the vicious circle repeats itself. Today advertising faces two alternatives—either no response because of the widespread excesses in its use, or else unbelievable expenditures by comparatively few companies. In either case an economic burden of undue proportions is imposed upon society. It is a cost which apparently knows no metes or bounds because, as explained previously, the financial result of advertising cannot be strictly measured, and the consent of the individual is not a prerequisite to the amount and kind of advertising presented to him.

Tests, in other words, are being made to make advertising more effective for the user, to make all advertising more resultful. The same objections, it would seem, might just as well be made to competitive show windows on Fifth Avenue and the other great shopping centers of the world. The expense of more beautiful window displays, the attempts to make them more alluring—do they fall on society? But what a mediocre and uninteresting Utopia it would be with no competition or color, no allurement! And even now people can and do walk right by some show windows, deliberately skip some advertisements.

Leaving unanswered Professor Vaughan's stimulating question on page 227—which we refer in all confidence to Campbell's Soup—"Is the big, round, red, juicy tomato the only kind found in canned tomato soup?" let us see what are

the conclusions of the whole "economic appraisal."

The author says:

The government ought to ascertain the most suitable criteria for determining the grades of all kinds of commodities and to require every product or its container, as feasibility permits, to bear its grade or definite data by which the purchaser may judge its attributes. For example, on every can of motor oil let the official grade or data appear, and not merely the claims of the refiner. As indicated in another part of this chapter, such a requirement would do much to expose the fictitious and inflated value of advertised products. Give the consumer an opportunity to buy on the basis of intrinsic attributes rather than of "psychological atmosphere."

Concerns which engage in wasteful practices may make a creditable financial showing. Their success may arise from a superior bargaining ability. This factor must be considered, for instance, in passing judgment upon chain stores. Their profits and prices, though suggesting efficiency, may arise partly or entirely from the ability to drive hard bargains in the purchase of merchandise. A buying syndicate of small retailers may accomplish the same result. Selling in tremendous quantities to a chain store company is somewhat analogous to dumping goods in foreign countries at low prices. Again, the ability of a concern to undersell another may arise from the indirect subsidy which it enjoys. This applies generally to the ability of motor trucks and buses to make inroads upon the traffic of the railway. Their alleged efficiency is superficial. Compel them to pay their own way as the railway does before deciding upon the relative efficiency of these two agencies.

Simplification of the marketing functions would encourage specialization and discourage duplication. Sales on the basis of grades and prices would foster a specialized and regular system. Any betterment of the present system by which goods pass from the producer to the consumer must take into account storage, transportation, and the other marketing functions. Further, the government should provide the opportunity to effect improvements on the basis of social efficiency. Lastly, the education of the consumer will enable him to resist the appeals of salesmen and advertising. He should exercise his initiative and judgment as a buyer and no longer be the victim of the seller. Grades and prices rather than psychological appeals should be the determining factors. In brief, the arousal of an intelligent and virile opinion among the people is essential to the emphasis of price rather than alleged quality and service—in other words, to the realization of substantial economies in marketing.

And so the Government is given one more job to do and we end the book with the feeling that Professor Vaughan was really writing about the ideal state all the time.

# This letter and ballot card were sent to each member of the AMERICAN INSTITUTE OF ARCHITECTS.

## The letter

THE GEORGE L. DYER COMPANY  
NEW YORK—CHICAGO

May 10, 1928.

Dear Mr. Jones:

The entire membership of the A. I. A. is being asked to participate in a vote on the efficiency of the magazines in the architectural field. Your vote is essential to making it successful, and we will be grateful for a minute of your time.

A vote in favor of the better magazines is a vote against the poor ones and we believe that you will want to help those that help you. The paper which is most valuable to you and is rendering a greater service to your profession will benefit in proportion to the service it renders.

Would you mind taking a minute to answer the questions on the enclosed post card and dropping it in the mail? There is no necessity for signing your name.

If you would care to see the final results, we will gladly send you a copy in return for your courtesy.

Sincerely yours,

THE GEORGE L. DYER COMPANY.

## The ballot

Please number the magazines below in the order of your preference. They are now arranged in alphabetical order. Please mark your first choice as No. 1 and your second as No. 2, etc.

<b>AMERICAN ARCHITECT</b>	<b>THE ARCHITECT</b>	<b>PENCIL POINTS</b>
<b>ARCHITECTURE</b>	<b>FORUM</b>	<b>RECORD</b>

What is the reason for your preference?

.....

Send me with your compliments a copy of the results of the investigation.

Name.....

Address.....

If you would like to see the results of this study, we will gladly send you a copy without obligation. The Architectural Forum, 383 Madison Avenue, New York, N.Y.

# Some products which



Packer's  
Shampoos

THE PACKER  
MFG. CO., INC.



Crisco

PROCTER  
& GAMBLE

## Lehigh Cement

LEHIGH PORTLAND  
CEMENT COMPANY



## Parke-Davis Products

PARKE DAVIS  
& COMPANY



## Dr. Price Baking Powder

ROYAL BAKIN  
POWDER COMPANY

## Gold Bond Mineral Wall Board

NATIONAL  
GYPSUM CO.



## Packer's Tar Soap

THE PACKER  
MFG. CO., INC.



## Perfumes

LENTHERIC  
PARIS



## U.S. Raynsters

UNITED STATES  
RUBBER COMPANY



## Pittsburg Wire Fence

PITTSBURGH  
STEEL CO.

**The BLACK**  
**Advertising**

NEWSPAPER • STREET CAR  
MAGAZINE • OUTDOOR • RADIO

# choice help to advertise

Crisco

Ivory  
SoapPROCTER  
& GAMBLEGargoyle  
MobiloilVACUUM OIL  
COMPANY

Steeltex

NATIONAL STEEL  
FABRIC COMPANY

Chipso

PROCTER  
& GAMBLEPrice  
Baking  
powderTowle  
Sterling  
Silverware

TOWLE MFG. CO.

U.S.  
FootwearUNITED STATES  
RUBBER COMPANYBanking  
ServicesTHE SEABOARD  
NATIONAL BANKGargoyle  
Lubricating  
OilsVACUUM OIL  
COMPANYsburg  
FeneP and G  
The White  
Naphtha SoapPROCTER  
& GAMBLEInvestment  
SecuritiesTHE NATIONAL  
CITY COMPANY

# KIAN Company

**20 WEST 42nd STREET, New York**



## Are your ideas of South America old-fashioned?

Many of us still think of South America as a far away country inhabited by disappointed lovers, *toreadores* and natives who know little and care less about built-in tubs, vacuum cleaners and other "civilized" devices.

**How old-fashioned!**

No country in the world is more advanced than Argentina, commercially and artistically. Nowhere is life more vividly modern. As early as 1922 Argentina had an established aerial service. In Buenos Aires there are subways, magnificent public and private buildings, concert halls, where Metropolitan opera stars perform, thousands of shops and stores selling everything from motor cars to perfume.

American manufacturers long ago found *La Prensa* of Buenos Aires an unsurpassed medium for selling their products. It is South America's largest and most influential newspaper and with a quality circulation.

**JOSHUA B. POWERS**

*Exclusive Advertising Representative*

14 Cockspur Street  
London, S.W. 1

250 Park Avenue  
New York City

## A. N. A. and Newspapers May Join in Market Bureau

**A**N informal conference between officials of the Association of National Advertisers and fifty or more newspaper publishers was held in Chicago last week to discuss the feasibility of having newspaper publishers underwrite a market analysis movement to be operated under the direction of the association.

William A. Hart, president of the association, Arthur H. Ogle, managing director, and S. E. Conybeare represented the association in the conference, taking with them T. O. Grisell, of Batten, Barton, Durstine & Osborn, Inc., of New York. Mr. Grisell presented the proposed plan of operation in some detail. This involves the formation of a newspaper marketing bureau, the function of which will be to provide data to enable advertisers to budget their sales and advertising cost on the basis of local marketing areas to be determined by newspaper circulation. The plan is to make the data available to all advertisers on a cost basis in which some little advantage will be given to contributing members and members of the A. N. A.

It was explained to the newspaper men that the formation of the proposed bureau would involve some reasonably heavy preliminary expense which they were invited to pay. Eventually, the bureau probably would become practically self-supporting.

After the proposition was presented, the A. N. A. people withdrew from the meeting and the newspaper publishers discussed it fully in executive session. The general trend of the sentiment was favorable. But following the suggestion of several, including Louis Wiley, business manager of the *New York Times*, it was decided that the project was so important that it should rightfully be submitted to the American Newspaper Publishers' Association. Accord-

ingly, a resolution was passed asking the A. N. P. A. to invite Messrs. Hart, Conybeare, Ogle and Grisell to appear before it at its forthcoming meeting at Virginia Beach and make their presentation again.

## Changes in Sales Department of American Stove Company

S. E. Little, sales manager for the Direct Action division of the American Stove Company, Lorain, Ohio, will now devote all his time as chairman of the sales promotion committee, a position which he has held for a number of years, but to which he did not give all his time. W. E. Kirby succeeds Mr. Little as sales manager of the Direct Action division.

T. M. Sourbeck, sales manager of the New Process division, has been appointed manager of the American Stove Company Oil and Gasoline Stove division, a newly created stove manufacturing division. B. R. Tritton, credit manager for the Cleveland territory, succeeds Mr. Sourbeck as sales manager of the New Process division.

Nelson Grob has been appointed assistant sales manager of the Dangler Stove Company division.

## Kenneth Collins Advanced by R. H. Macy & Company

Kenneth Collins, advertising manager of R. H. Macy & Company, Inc., New York, has been made publicity director and a member of the Council. He joined R. H. Macy & Company three years ago as advertising manager and, after a year, left to join Fuller & Smith, Inc., Cleveland. He returned to R. H. Macy soon after to become advertising manager.

## Appoint Seattle Agency

The Howe Company, Inc., Seattle, manufacturer and distributor of beauty shop fixtures and supplies, has appointed the Daken Advertising Agency, Inc., of that city, to direct its advertising account. The McKale Service Stations, Inc., chain automotive service of Seattle, has also placed its advertising account with the Daken agency.

## Appoints Lyddon & Hanford

The Musicalle Division of the Welte Mignon Piano Corporation, New York, has appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct its advertising account. Magazines and newspapers will be used.

## Death of W. L. Velie

Willard L. Velie, president of the Velie Motor Corporation, Moline, Ill., died recently at that city. He was sixty-two years of age.

## Outdoor Group Meets

A FEATURE of the thirty-eighth annual convention of the Outdoor Advertising Association of America, Inc., held recently at West Baden, Ind., was a laboratory demonstration of the operative side of outdoor advertising.

Three years ago, with a view toward increasing the value of the medium, the association undertook a program of reconstructing, relocating and refining outdoor poster structures. In consequence, this year's meeting, which sees the improvement program already half completed, was centered largely on a continuation of this study of service and operating problems.

In the field laboratory, demonstration structures of the latest type were constructed and tested by the engineering division of the association. The newest methods and devices for improved plant operation were also presented. In short, it was what is often termed a "brass tack" convention.

Professor Franz Aust, of the University of Wisconsin, who talked on the principles of art as applied to the outdoor medium, Charles C. Younggreen, president of the International Advertising Association, whose subject was the place of outdoor advertising in a well planned program, and Chester Leisure, associate editor of *Nation's Business*, were among the guest speakers.

Last year's officers were re-elected as follows:

Chairman of the board of directors, Kerwin H. Fulton, president of the General Outdoor Advertising Company, Inc.; president, C. U. Philley, of the St. Joseph Advertising Company, St. Joseph, Mo.; vice-president, Al Norrington, of Pittsburgh; treasurer, O. S. Hathaway, of the Middletown Poster Advertising Company, Middletown, N. Y. C. B. Lovell was re-elected secretary by the board of directors.

E. S. Phillips, president of the Devoe & Raynolds Company, Inc., New York, has been elected president of the American Paint and Varnish Association.

## Start New Advertising Business at St. Paul

Fred Harman, Jr., and A. R. McGinnis have started an advertising business and art studio at St. Paul, Minn. Mr. Harman formerly was with the Buckbee-Mears Company, St. Paul. Mr. McGinnis was with the Harvey Blodgett Company, also of that city. Charles McGirl and Walker Harman will also be associated with the new business.

## New Account for Homer McKee Agency

The Blud-Rub Manufacturing Company, Indianapolis, manufacturer of a new patented scalp massage machine, has appointed The Homer McKee Company, Inc., Indianapolis, advertising agency, to direct its advertising account. Magazines and business papers will be used.

## Appoints Procter & Collier Agency

The Echo-Thermal Company, Lebanon, Ohio, manufacturer of the Eco-Thermal gas range, has appointed the Procter & Collier Company, Inc., Cincinnati advertising agency, to direct its advertising account.

## Knox Reeves Joins Minneapolis-Honeywell Regulator

Knox Reeves, formerly engaged in advertising agency work at St. Paul, has been appointed advertising manager of The Minneapolis-Honeywell Regulator Company, Minneapolis.

## Estate of J. Walter Thompson

The estimated value of the estate left by the late J. Walter Thompson is \$1,000,000. His will, which was filed for probate last week, leaves one-half of his estate to his widow, Margaret R. Thompson, and one-half to his son, Walter Roosevelt Thompson.

## Helm Walker Advanced by Moon Motor Car

Helm Walker, formerly manager of the Chicago factory branch of the Moon Motor Car Company, St. Louis, has been made vice-president and director of factory sales and advertising.

## E. E. Arnold Joins Charles W. Hoyt Agency

Elmer E. Arnold has joined the staff of the Boston office of the Charles W. Hoyt Company, Inc., advertising agency.

## Death of C. M. Aikman

Charles M. Aikman, vice-president and director of the Collins & Aikman Corporation, New York, died recently at Fanwood, N. J., at the age of eighty.

## The Circulation of a Newspaper Can Only Be Gauged by Its Reader Responsiveness

**A**P.GENTINA, judged by its population alone, would lead to a conclusion as erroneous as estimating a newspaper solely by its circulation.

**M**ARKETS are gauged, in addition to population, according to the financial capacity of the people, their education, their environment, their habits and susceptibility to advertising appeal.

**N**EWSPAPERS are appraised not only by the quantity of their circulation, their prestige and their political affiliations, but by the quality of their circulation—reader appeal, class of people reached, distribution of circulation—percentage of mail subscriptions, number sold on news stands; and other similar factors, all of which affect the Reader Responsiveness of a newspaper.

**RIGOROUS READER RESPONSIVENESS** Answers Why  
**LA NACION** Regularly Carries Much More Display  
Advertising Than Any Other Daily in Argentina

**Editorial and General Offices in  
the United States:**

**W. W. DAVIES**

**Correspondent and General  
Representative**  
383 Madison Ave., New York

**United States Advertising  
Representatives:**

**S. S. KOPPE & CO., Inc.**

**Times Building  
New York**

**Telephone: Bryant 6900**

*Extraordinary Pulling Power—Superior Coverage—Prestige*

# LA NACION

*of Buenos Aires*

# How Texas Insurance Companies Started a Joint Campaign

Presentation of Campaign as It Would Actually Appear Is Presented at Annual Convention and Wins Over Skeptical Audience

By Lorry A. Jacobs

Advertising Director, Texas Life Insurance Companies

OFFICIALS of my company, The Southland Life, headed by President Harry L. Seay, three years ago decided to launch a program of newspaper advertising. The way in which they believe in it is attested by the fact that they spent about \$15,000 the first year, \$30,000 the second, and are spending \$50,000 this year. With them come our agents who, from their own pocketbooks, spent \$30,000 the first year, \$50,000 the second year and this year are spending \$60,000 in newspaper and community advertising.

Watching that campaign with interest, there began to be a sentiment among the executives of Texas life insurance companies for a co-operative campaign. Mr. Seay asked me to present a plan to these executives at the meeting of the Texas Life convention at Houston last September.

The first thing we did was to prepare two large maps showing the buying power of Texas, county by county, and the newspaper circulations of Texas, also by counties. This done, we prepared a sample schedule which showed the minimum amount needed adequately to present the proposed advertising. Going farther, we showed them exactly what per cent of their various premium incomes would be needed to raise this minimum amount. All of these things, together with an exposition of the reasons and objectives of the campaign, we set forth in a processed folder which was distributed at the meeting.

But we went farther than all this. We actually worked out a sample advertisement, and, through

the courtesy of a newspaper and a trade journal, actually produced this advertisement in dummy editions of those publications.

We faced a very skeptical audience with these things, but as we produced them one by one, showing these practical business men that advertising could be made a positive, definite, and scientific thing with positive, definite, and scientific aims, we found them warming to our discussion and finally unanimously voting their thanks for the presentation and—what is more important—calling for the appointment of a committee to make an investigation and report back to the members of the association.

A committee of three was appointed and, some three months later, it gave me a report favoring the inauguration of a three-year advertising campaign and a working agreement for the signature of the various companies. These I presented in person to the eighteen companies then existing and was successful in getting the signatures of thirteen of that number. These thirteen gave us the required minimum and the campaign was worked out. It was finally approved by the committee of five life insurance executives appointed to supervise the work. The plan was inaugurated in May of this year and we are happy to find absolute satisfaction with it on the part of the thirteen companies involved and the intention on the part of at least five more companies to join us at the first of next year.

I want to predict to you that a national campaign in the near future is possible, and a sectional campaign embracing more than one State is more than probable in a time not far off.

From an address delivered before the annual convention, last week, of the Tenth District of the International Advertising Association.

# DETROIT OFFICE

We announce the opening of our Detroit offices in the *General Motors Building*, under the direction of—

**E. J. O'SULLIVAN**

*formerly representative of the  
Curtis Publishing Company*

**W. A. BANKS**

*formerly vice president of  
McKinney, Marsh & Cushing*

The latch string is out. We cordially invite you to take advantage of these increased facilities.

**NATIONAL  
The Farm Journal**

Washington Square, Philadelphia

*1,400,000 Responsive Circulation*



Advertising



Well Directed

*In addition to the Oakland Motor Car Company, the Campbell-Ewald Company advertises the following services and products:* American Automobile Association; American La France Motor Trucks; Apex Electrical Household Appliances; Ashley-Dustin Steamship Line; Bank of Detroit; Bon-Dee Golf Balls; Buick Motor Cars; Burroughs Figuring Machines; Canadian General Electric Co., Ltd. (Institutional); Carrom Game Boards and Bridge Tables; The Car-To-Home Fruit Service; Caterpillar Tractors (Canada); Chevrolet Motor Cars; Consolidated Corrugated Paper Boxes and Binder Boards; Copeland Electric Refrigerators; Delco-Remy Automotive Products; Detroit & Cleveland Navigation Company; Detroit & Port Huron Steamship Lines; Fireside Industries Home Arts Training; Fyr-Fyer Extinguishers; General Motors Building; General Motors of Canada (Institutional and Products); Harrison Radiators; Hercules Truck Bodies; Holley Carburetors; J. L. Hudson Department Store; Hyatt Roller Bearings; Keystone Watch Cases and Howard Watches; Kleiner, Tom Moore Cigars; S. S. Kreige Stores; Liberty Ready-Cut Homes; Link-Belt Industrial Products; C. H. McAleer Automobile Polishing Products; Milson Extracts and Pharmaceutical Products; National University Society Business Coaching; National Bank of Commerce; New Departure Ball Bearings; Nicholson-Erie-Dover Ferry Line; Olds Motor Cars; Paintex Fabric Paints; Panama Mail Steamship Co.; Pontiac Motor Cars; Postel's Elegant Cake Flour; Premier Cushion Springs; Rambler All-Metal Aeroplane (Canada); Sawyer-Massey Road Machinery (Canada); Shortwell Marshmallows; Silent Automatic Oil Burners; Taylor Caps for Men; Union Title and Guaranty Service; Union Trust Service; United Motors Service; Webster Cigars; WhiteStar Steamship Lines; Wolsey Woolen Wear (Leicester, England).

Campbell - Ewald Company, H. T. Ewald, President  
General Motors Bldg., Detroit; New York; Chicago; Seattle  
Los Angeles; Portland; San Francisco; Paris, France  
In Canada — Campbell - Ewald Limited, Toronto; Montreal

[ "Advertising WellDirected" is a booklet describing  
Campbell-Ewald service, personnel and organization . . .  
address our Detroit office for a copy ]

**The success of the Oakland Motor  
Car Company during recent years  
constitutes one of the brightest  
chapters in automotive history.  
Thirty-six months ago Oakland  
ranked fifteenth in the industry.  
Today it is the fifth largest build-  
er of motor cars in the world. Oak-  
land is a Campbell-Ewald client.**

## —what advertiser

sees any other periodical as often as the daily newspaper?

Follow that thought through to the advertiser's executives, his advertising agent, salesmen, jobbers, retailers, consumers.

The daily newspaper is the only common denominator and naturally the most effective advertising medium.

### Invest in Newspaper Advertising

## E. Katz Special Advertising Agency

Established 1888

### Publishers' Representatives

New York  
Chicago

Detroit  
Atlanta

Kansas City  
San Francisco

# Mass Distribution Idea Advanced by Grocers' Conference

Specialty Manufacturers Declare for Scientific Merchandising as Exemplified by Chain Systems

THE discussion in the annual convention of the American Grocery Specialty Manufacturers' Association held in Chicago last week took on a surprising, even though an entirely natural, trend. By inference, at least, the association indorsed the basic phases of the chain-store method of operating retail stores and called upon the independent dealer to adapt these selling methods to his own business—something, it was declared, that he can do if he will.

The convention went into session with a plainly spoken determination to base its deliberations on these three major premises, set down in its program:

1. More sound, effective and economical distribution.
2. Constructive facts.
3. No propaganda or attacks.

With this broad foundation, it easily moved toward an indorsement of mass distribution and mass merchandising; also a declaration that the retail business of the country, if it would do the best thing for itself, must inevitably proceed to that end.

The basis for the deliberation was supplied in addresses given by Charles Wesley Dunn, general counsel of the association; John Coode, president of the National Association of Retail Grocers; W. H. McLaurin, president of the American Wholesale Grocers' Association and Roy L. Davidson, president of the National Wholesale Grocers' Association. They were more or less united in the thought that while economic evolution is a harsh process, leaving its mark on all, it unquestionably makes for scientific merchandising; that the chain store is a logical, natural and inevitable outcome of sound economic practice; and that, these things being so, the independent retailer now needs constructive help from the wholesaler more than ever.

"Concentration of distribution," said Mr. Dunn in effect, "is constantly growing through mass operations. All present indications now point to chain stores doing a national business. This makes it necessary that retail trade be reorganized on an essentially mass distribution basis. It is a mistake, therefore, to say that mass distribution is not available to the individual retailer. It means only a system of stores operated on one plan, though individually owned.

"The retailer needs more efficiency in selling and stronger organization affiliations. The manufacturer must meet this new trade and consumer problem brought about by concentration. Scientifically correct distribution can best be obtained through having the efficient independent retailer as one of its strong factors. It is a serious mistake for anybody in the retail trade to challenge mass production and distribution. In saying this, I am not unmindful of the social changes brought about through merchandising of factories. These problems can be soundly and economically solved."

Mr. Dunn unhesitatingly gave to the chain store the principal credit for the trend toward scientific merchandising in the grocery business.

## EVILS OF CONCENTRATION

"But this very concentration," he said, "has produced evils. Overcompetition has brought about unfair and uneconomic trade practices, thus causing competition to be destructive. Even so, the Government can induce trade to regulate itself and to enforce laws against unfair competition. Business though is not war; competitors are not enemies. It is wrong, then, for any one element to inflame the buying public against any other branch of trade.

"There must be a definition of

the major evils in grocery distribution so that the cause can be removed. And the basic cause, as I see it, is uneconomic price practice—the giving of price as an inducement to buy, and price-cutting to produce volume. The remedy is not in price agreement; this is economically and legally wrong. It is in the removal of over-competition by business consolidation, then, must come individual corrective action—also a general trade educational movement. The remedy is not in the law."

Mr. Coode, after declaring that "it takes brains to stay in the grocery business these days," announced himself as in general agreement with Mr. Dunn on the subject of chain stores, admitting that he had got his merchandising education from them.

"The public," he said, "wants to be served what they want when they want it. Reward will come to the retailer if people are efficiently and honestly served. The retailers want only a fair chance; if they cannot measure up economically they must and will be eliminated."

Mr. McLaurin, taking up his phase of the presentation, insisted that regulatory legislation is inherently weak because it cannot take into account future developments.

"Excesses of competition," he said, "have hampered our industry sadly. We fight each other so much that we cannot adequately serve the public. Distribution is now a confused and disorderly process to which all of us have unwittingly contributed. If we could place the direct responsibility the remedy would be easy and the remedy is a simple understanding of the fact that any immoral, unfair or questionable practice is uneconomic."

Mr. Davidson, in showing that mass distribution, in its truest sense, can come only when the retailer is properly co-operated with in a selling way, insisted that nothing as yet has come out in the modern situation tending to eliminate the wholesaler.

"The modern wholesaler," he said, "has a glorified warehouse

doing financing, distributing and even selling for the retailer. He once was only a trader but now he is a distributor also. Advertising is entitled to some of the credit for this but not all of it; distribution must come first if advertising is going to do its work."

Having the foregoing situation in mind, the convention finished out the picture by hearing addresses from Leslie M. Barton, of the Chicago *Daily News*, on "The Trend of Distribution"; from Dr. Melvin T. Copeland, professor of marketing at Harvard University on "Marketing Expense of Grocery Manufacturers"; and from Major I. D. Carson of N. W. Ayer & Son, Philadelphia, on "What Advertising Means to the Jobbing and Retail Trade."

Mr. Barton, who is secretary-treasurer of the 100,000 Group of American Cities, said that the American newspaper today, if it serves its constituents competently, is an economical and efficient factor not only in distribution but in consumption as well and must keep itself fully informed on merchandising trends.

F. H. Massman, vice-president of the National Tea Company, Chicago, in insisting that the manufacturer and the agent is entitled to consideration by the distributor at all times, said:

"For some years back, the manufacturer has been in the throes of efforts to sell goods below the cost to the distributor and the cost of the distributor's actual process of distribution. And that method of selling at cost or below, a manufacturer's article which he has given great thought in producing and on which he has expended considerable money to put the article on the market is absolutely wrong."

"But the distributor is not entirely to blame on that subject. The distributor's viewpoint on this subject is simply this: You develop an article which is being sold at cost and you have an enormous percentage of sales of that article. Soon, in analyzing your net profits you come to realize that you must make up for this article on which you did not get your distributing

---

---

# It isn't necessary to buy mass circulation to influence real buying power

ONLY about 300,000 individuals out of a total population of 120,000,000 enjoy annual incomes of \$10,000 or more.

And after all, these are the people to whom it is easiest and most profitable to sell any product above the level of the staples like clothing, drugs and groceries.

Able to afford the things that make living pleasant, they are quick to respond when a desirable product is offered. Community leaders, both socially and financially, they set the pace of wants for lower buying strata that it would cost you proportionately much more to reach direct.

Every two weeks, the Magazine of Wall Street is carefully read by 84,000 members of this "\$10,000 a year and up" class—a full fourth of the entire group! No other single medium can take your message by a direct route to so many key prospects without considerable waste circulation.

We will gladly "measure" this Magazine of Wall Street market for a specific product any time you wish.

In the meantime, it may be well worth your while to listen for fifteen minutes next time a Magazine of Wall Street representative calls.

"The Voice  
of Authority in  
the Industry that  
is Fundamental  
to ALL Industry"

## MAGAZINE WALLSTREET

42 Broadway, New York  
(Member of Audit Bureau Circulation)

---

---

cost on something else and that article becomes a burden to the distributor and he sooner or later will jump at an opportunity to get something else that will take that article's place. That is fundamental with the independent retailers, with the chain stores and with the wholesale grocery as well.

"There is another practice that the distributor does not like and that is to have a manufacturer expend a great amount of money in introducing an article and then come to the distributor and ask him to display that article on a basis of cost of the article plus his cost of distribution. If he takes it on he is not going to be hanny with it and he will find the day when he wants to either drop it or squash its sale."

New officers were elected by the association as follows:

President, H. R. Drackett, Drackett Chemical Company, Cincinnati; first vice-president, Dr. J. S. Goldbaum, Fels & Co., Philadelphia; second vice-president, George D. Olds, Jr., Hills Brothers Company, New York; treasurer, B. E. Snyder, R. B. Davis Co., Hoboken, N. J. H. F. Thunhorst, of New York is executive secretary.

### Program of the Associated Business Papers Conference

BROADCASTING of the speeches of William Butterworth, president of the Chamber of Commerce of the United States, and of C. J. Stark, president of the Associated Business Papers, from nine-thirty to ten o'clock P. M., November 16, over the radio, will mark the closing of the fall conference of The Associated Businesses Papers, Inc., which will be held at the Hotel Roosevelt, New York, on November 15 and 16. The conference will open with a keynote luncheon at which M. H. Aylesworth, president of the National Broadcasting Company, will speak on "The Mutual Opportunities for the Business Press and

Radio." Mr. Stark will also speak at the luncheon on "Our Opportunity—Organizing Business and the Business Press for Co-operative Trade Development."

A special exhibit of prize-winning advertising and editorial accomplishments of business-paper publishers, editors, advertisers and agents will be held at the conference.

The program for the various sessions of the conference follows:

*November 15, afternoon session:* "The Merchant's Place Today," Philip Le Boutillier, president, Best & Company, New York; "Agency Relations," Major I. D. Carson, N. W. Ayer & Son, and "A Co-operative Trade Program for Merchandising Publications," discussion led by Malcolm E. Herring, McGraw-Hill Publishing Company, Inc.

*November 16, morning session:* Editorial sessions in charge of the National Conference of Business Paper Editors. Combined advertising and circulation session.

*Afternoon:* Combined session of editors and publishers. Virgil Guthrie, president of the National Conference of Business Paper Editors, presiding; "The Banker and the Business Press," Waddill Catchings, partner, Goldman Sachs & Company, New York.

*Evening:* Introductory address, "The Place of the Business Paper in American Life," Mr. Stark; principal address, "Business Co-operation as a Public Asset," Mr. Butterworth.

### New Account for Collard Agency

The Illinois Standard Manufacturing Company, Chicago, maker of soda fountain and luncheonette counter equipment and display kitchens, has appointed the Clark Collard Company, advertising agency of that city, to direct its advertising account.

### Directs Advertising of Bankers Trust Company

Edward Streeter, assistant vice-president of the Bankers Trust Company, New York, is now in charge of the advertising of that institution.

### P. E. Harder Leaves Mac Martin Agency

Porter E. Harder has resigned as vice-president of the Mac Martin Advertising Agency, Inc., Minneapolis.

### Death of C. R. Heeter

Charles R. Heeter, general manager of The Union Paper and Twine Company, Detroit, died recently at that city. He was thirty-eight years old.

# ONE OF 60,000 PHOTOGRAPHS



**"JUST A MOMENT....."**

Before you make a choice of the photographic illustrations for your Xmas advertising, let us show you some examples of the readily available advertising subjects in the H. Armstrong Roberts collections . . . photographs that evidence all the careful planning and craftsmanship demanded by specially-posed work. The Roberts collection is full of attention-compelling, story-telling pictures, for all seasons and occasions.

Write us fully of your illustration requirements  
and let us submit an assortment for approval.

**H. ARMSTRONG ROBERTS**

4201 LOCUST ST.

PHILADELPHIA, PA.



PITCAIRN FIELD  
— MILE —  
PUBLICITY BUREAU  
PHILA. PA.

## *A Change of Name -- but not of Function*

PUBLICITY BUREAU, INC., which in the past four years has conducted a unique roadside sign service for national and local advertisers, will hereafter be known as Roadway Advertising Company, Inc.

The change of name involves no change in function. The new company will continue to erect and maintain steel highway signs handsomely finished in Duco by the silk screen process, covered by an Aetna Casualty Company bond and regularly inspected by the Wm. J. Burns Agency.

This announcement is made possible by the fact that clients in more than 80 lines of business have used this method of advertising with conspicuously profitable results—and arrangements have now been made for national coverage.

The P. B. Sign Company has also been organized to create and manufacture commercial signs of all types and sizes on metal cloth, wood, and paper...by the silk screen process.

### Roadway Advertising Company, Inc.

Executive Offices: 1518 Walnut Street

PHILADELPHIA

Offices in Principal Cities



## All Who Ride Must Read "Roadway" Signs!

"Roadway" Signs combine road markers with attractive, tactful, attention-compelling "full page copy in colors, that continually repeats your sales-message along any highway you may select."

They will help you to increase sales in the country and in the suburban districts which you could not otherwise reach except at prohibitive cost—they influence tremendous numbers of tourists, thus reinforcing your general distribution. There is no waste circulation, "for all who ride must read!"

Over 300 clients are at present using Roadway advertising; many of them have already renewed their contracts; and others have increased the quantity of their showings.

Signs are 4 ft. x 5 ft., Duco-finished in three colors by the silk screen process on heavy-gauge steel.

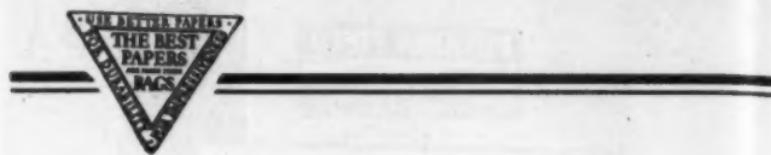
Let us put this matchless, effective advertising medium to work for you, on any highway you select—each sign gives you well over 365,000 active circulation for only \$60! A word from you will bring full information concerning this attention-compelling, sales-increasing service. Write today!

### Roadway Advertising Company, Inc.

Executive Offices: 1518 Walnut Street

PHILADELPHIA

Offices in Principal Cities



*Back of Every Success* is a personality. It may be in the character of a person—or the characteristic of a product. In either case, its accurate expression in writing or in print calls for a *paper* of *personality*.

SUCCESS BOND responds to such a demand in every detail. Its crisp dignity and attractive finish give to letterheads and mailing pieces a character that creates respect and confidence. Nothing false or "put on" about this strong, uniform paper. It comes through every time, a favorite with printers and lithographers as well as advertisers.

Send for samples of this high rag-content bond, surprisingly economical in price.

# Success Bond

*Use envelopes to match your stationery*

*"Note the Tear and Wear as well as the Test"*

# NEENAH PAPER COMPANY

*Neenah, Wisconsin*

Makers of  
SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



## To Send Market Survey Form to All Newspapers

AT the regular fall meeting of the committee in charge of the American Newspaper Publishers' Association, held at Chicago last week, it was decided to send the standardized market survey form, which has been devised and sponsored by the association, to all newspapers in the country and to invite them to use it. Heretofore the form has been distributed only among members.

At this meeting, the Bureau of Advertising of this association announced the completion of a survey of the buying power of counties in which daily newspapers are published. This study shows that daily papers are published in about one-third of the counties in the United States.

In these daily newspaper counties, according to the survey, are located the bulk of the country's population, the bulk of income-tax payers, electrically wired homes and other indices of buying power. In the words of Thomas H. Moore, associate director of the Bureau, the facts disclosed for the first time in this report substantiate the conclusion that the presence of a daily newspaper offers primary indication of the presence of a market. A summary of the results will soon be made public.

### Hartman Corporation Sales Increase

The Hartman Corporation, and subsidiaries, for the quarter ended September 30, reports net sales of \$5,083,393, against \$4,681,974 for the corresponding quarter of last year. Net sales for the first nine months of this year amounted to \$13,800,241, against \$13,318,948, for the corresponding period of last year, an increase of 3.6 per cent.

### John Magee, Jr., Joins Springfield Agency

John Magee, Jr., has joined the copy staff of Wm. B. Remington, Inc., Springfield, Mass., advertising agency. He recently was with the Maxim Silencer Company, Hartford, Conn., and before that was with The Stanley Works, New Britain, Conn.

### Mr. Filene's Advice to the Independents

"Here is a method for successful retailing," said Edward A. Filene, president of William Filene's Sons Company, Boston, to several hundred Illinois independent merchants, at the annual meeting of the Illinois Association of Commerce at Chicago last week. "I'm going to outline it by steps:

"1. Advertise largely, courageously, the things people want and will be helped by owning.

"2. Tell the exact truth in your advertisements, being sure to understate the good qualities of your products.

"3. Don't lie. If you must lie, do so without advertising your iniquity.

"4. If you don't sell great quantities by this method, then improve the value of what you are advertising until it is more surely the best value on the market.

"5. If you don't sell greater and greater quantities in this way, then advertise still more courageously!"

He summed up this tribute to the power of advertising with the statement that the greatest business successes of the next ten years will be made by men who are at the same time most truthful and courageous in their advertising. Mr. Filene was quick to explain that he did not mean these words as a mere boast for advertising. "If the boast is there," he said, "it is incidental, for these words express my sincere conviction in regard to a retailing policy that is progressive and sound."

### R. D. Houghton with Freeze-Vogel-Crawford

Richard D. Houghton has been appointed director of field research and market investigation in connection with construction and agricultural equipment of Freeze-Vogel-Crawford, Inc., Milwaukee advertising agency. He was formerly with the Trackson Company, Milwaukee, as export manager and with the A. Koehring Company, also of Milwaukee.

### "Time" Opens Offices at Detroit and Cleveland

*Time*, New York, has opened its own advertising offices at Detroit and at Cleveland. Harry V. Lytle, Jr., is in charge of the Detroit office and John S. Roney is in charge of the office at Cleveland. Both of the new offices are under the direction of Howard P. Stone, Western advertising manager of *Time* at Chicago.

### Northwest Newspaper Advertising Meeting for Seattle

Seattle has been selected as the next convention city by the Pacific Northwest Newspaper Advertising Executives Association. The convention will be held in May of next year. F. W. Gould of the Tacoma, Wash. *Herald*, secretary of the association, is in charge of arrangements.

## Almost All Advertising Is Institutional

J. J. GIBBONS LIMITED  
MONTREAL

*Editor of PRINTERS' INK:*

Please let us know as soon as conveniently possible, what articles you have dealing with "Institutional Advertising for Departmental Stores," or any other articles you may have on "Institutional Campaigns."

J. J. GIBBONS LIMITED,  
R. G. DEBNAY,  
Research Department.

IT is evidence of the liveliness of the debate which has long been going on—and still is—regarding what institutional advertising is and what it is good for, that it has been possible to compile a substantial list of articles on the subject which have appeared in PRINTERS' INK within the last year or so. Many of these deal specifically with the department-store angle of the problem. A copy of this list is available to anyone interested in the subject.

A hasty review of these articles is confirmatory of the impression that institutional advertising, like nearly everything else, has been going through a process of evolution. There was a time, not so long ago, when the typical retailer's advertising, and often that of a manufacturer as well, was of two utterly distinct types; and between the two was a great gulf fixed.

On one side of the chasm was the great bulk of advertising which concerned itself wholly with the specific products which the advertiser was offering for sale. It discoursed of prices, of quantities and qualities, of terms and so on. Across the abyss—and often it was a physical as well as a psychological separation—in a wholly different part of the paper, or even in another paper or magazine, once in a while you encountered the much smaller amount of "institutional" advertising.

But as time has gone on, it seems evident to us that this Grand Canyon has been noticeably filling up from both sides. Much of today's advertising for direct sales effect has a strongly-marked and plainly

deliberately incorporated institutional flavor; and conversely, much advertising apparently published primarily for its institutional value, carries considerable specific selling information and definite sales argument.

After all, almost any advertisement worth bothering about has something institutional about it. The use of a distinctive signature cut, a slogan or a layout having well-marked individuality, are all institutional in motive—aimed at impressing the reader with the personality of the institution. The curse of the old-time institutional advertisement, on the other hand, was its tendency to generalize; its lack of something for the reader to set his teeth into. The best cure for this is the importation of some real sales vigor and enthusiasm.—[Ed. PRINTERS' INK.]

### Sedley Brown with C. C. Winingham Agency

Sedley Brown, formerly with George Harrison Phelps, Inc., Detroit advertising agency, has joined the automotive merchandising staff of C. C. Winingham, Inc., advertising agency, also of Detroit.

### Wrigley Reports Net Income

The Wm. Wrigley Jr. Company, Chicago, Wrigley's chewing gum, for the three months ending September 30, reports a net income, after Federal taxes and charges of \$2,960,531. For the nine months ending September 30, 1925, net income amounted to \$7,875,693.

### "Bridle & Golfer" Sold

*The Bridle & Golfer*, formerly published by Edward R. Grace, of Grace & Holliday, Detroit, has been sold to Dee Furey, of that city. Under the new ownership Harry B. Raymond, sales manager of L. B. King & Company, Detroit, becomes business manager.

### Appoints New Orleans Agency

The Refrigeration Service Company, New Orleans, has appointed the Fitzgerald Advertising Agency, Inc., of that city, to direct its advertising account.

### C. A. McNaughton with Powers and Stone

C. A. McNaughton, for the last seven years with Macy & Klaner, Inc., Chicago, has joined Powers and Stone, Inc., publishers' representative of that city.

# —and common sense.

[ The soundness and capacity of an advertising agency may be estimated also by the duration of its periods of service to its clients. ]

MULHENS & KROPFF, INC., <i>No. 4711 Glycerine Soap and other Toilet Products</i>	1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
COLUMBIA PHONOGRAPH COMPANY, <i>The Viva-tonal Columbia; Columbia New Process Records</i>	1913 1914 1915 1916 1917 ————— 1925 1926 1927 1928
THE VALE & TOWNE MANUFACTURING COMPANY, <i>VALE Locks and Hardware</i>	1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
THOS. A. EDISON, INC., <i>The Ediphone</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
PARAMOUNT FAMOUS LASKY CORPORATION, <i>Paramount Pictures</i>	1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
WHITING PAPER COMPANY, <i>Writing Papers</i>	1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928
THE TEXAS COMPANY, <i>Tenaco Petroleum Products</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
TERMINAL BARBER SHOPS, "Where the Promise is Performed"	1919 1920 1921 ————— 1928
S. W. FARBER, INC., <i>Adjusto-Lite; Farberware</i>	1920 1921 1922 1923 1924 1925 1926 1927 1928
BRILLO MANUFACTURING COMPANY, INC., <i>Brills</i>	1921 1922 1923 1924 1925 1926 1927 1928
EDISON STORAGE BATTERY COMPANY, <i>Storage Batteries</i>	1925 1926 1927 1928
PUBLIX THEATRES, INC., <i>America's largest chain of motion picture theatres, led by The Paramount in New York</i>	1926 1927 1928
KOLSTER RADIO CORPORATION, <i>Kolster Radio</i>	1927 1928
G. CERIBELLI & COMPANY, <i>Brioschi</i>	1927 1928
THE GEORGE W. LUFT COMPANY, INC., <i>Tanges Lipstick and other beauty aids</i>	1927 1928
MCKESSON & ROBBINS, INC., <i>Pharmaceutical and Toilet Preparations</i>	1928
ROYAL TYPEWRITER COMPANY, INC., <i>Typewriters</i>	1928
JULIUS KLORFEIN, <i>Garcia Grands Cigars</i>	1928
DE FOREST RADIO COMPANY, <i>De Forest Tubes</i>	1928
NORTON DOOR CLOSER CO., <i>Door Closers</i>	1928

## Hanff-Metzger Incorporated Advertising *Organized, 1913*

Paramount Building, Broadway, 43rd and 44th Streets, New York

# Latshaw Tells of Pre-A.B.C. Days

Traces History of Audit Bureau Movement at Annual Advertising Luncheon

"I SPEAK of the days when circulation was based, not on what the traffic would bear, but on what the traffic might require," said Stanley R. Latshaw, president of the Butterick Publishing Company, in a talk last week at the luncheon which the Advertising Council of Chicago gives each year for those attending the A.B.C. and other advertising conventions.

In those days highbrow publications didn't lie about their circulation figures; they simply didn't give any. And to presume to ask for such information from these of the double-domes was like asking King George for a toothpick. In fact, he said, so close-mouthed were publications on the subject that some agencies sold their services on the basis of having inside circulation dope.

About fifteen years ago, according to Mr. Latshaw, in the face of this situation the Audit Bureau of Circulations was organized, and carried on for years under the direction of the late Stanley Clague. And it was the publishers who took the initiative in this move, he pointed out. It was in no way forced on them from the outside.

In describing the fundamental structure of the Bureau, he paid tribute to the wisdom of its founders for placing control of the board of directors in the hands of advertisers. Not only must a majority of the board of directors be advertisers, but the president also must be an advertiser.

While the ultimate control of the Bureau is, of course, in the hands of the membership, nevertheless a two-thirds vote of the membership is required to over-rule any action the board may take. In this way, the interests of the advertiser are always bound to be uppermost.

He commented on the benefits that come particularly to the smaller publishers from the visits of the Bureau's traveling auditors. These auditors, he said, go in not as detectives, but as friendly check-

ers-up and by so doing they help to keep many a smaller publication on a sounder and more business-like basis than would otherwise be the case. He particularly condemned local circulation fights as being destructive to all parties concerned. They are very expensive for the Bureau, and the local participants almost never gain anything from them.

The revenue derived from those whose publications are audited, he pointed out, does not meet the total expense of operation, the balance being made up by advertisers. And, he said, there is no real reason why these latter should support the Bureau except that the Bureau does contribute to their welfare by telling them accurately the strength of various advertising mediums.

## ENTIRELY FAIR

"In many years as a member of the A.B.C. board of directors," he said, "I have never known it to split along purely partisan or class lines on any subject. It is entirely fair and impartial. The A.B.C. has effected a clean-up comparable to that undertaken in no other industry, bar none. It is entirely free of bureaucracy. So efficient is it in giving circulation facts anywhere in the United States or Canada that in these days a publication has no more privacy than a gold fish, as Irvin Cobb would say."

## New Account for Brockland & Moore

The Hanley & Kinsella Coffee and Spice Company, St. Louis, has appointed Brockland & Moore, Inc., advertising agency of that city, to direct the advertising of "H. & K." coffee. Newspaper and outdoor advertising will be used.

## Appoints M. C. Mogensen & Company

The *Nippu Jiji*, Hawaiian Japanese daily newspaper, has appointed M. C. Mogensen & Company, publishers' representatives, San Francisco, as its national advertising representative.

# Omaha Growing By Leaps and Bounds!

Omaha, heart of the middle west and center of one of the country's greatest agricultural regions, is carrying out a

## 17 Million Dollar Building Program During 1928

It includes 40 new building and remodeling projects.



BANK CLEARINGS  
GRAIN HARVESTS  
LIVESTOCK RECEIPTS  
BUILDING-LOAN DEPOSITS

all will exceed the previous year by good margins.



The Omaha World-Herald  
is keeping pace with this fine growth.

Circulation as compared with one year ago:

Average net paid circulation, September, 1928  
Daily, 127,599      Sunday, 128,655

Average net paid circulation, September, 1927  
Daily, 119,115      Sunday, 119,087

## THE OMAHA WORLD-HERALD

83% *Carrier Coverage* in Omaha

O'MARA & ORMSBEE, INC., National Representatives  
New York              Chicago              Detroit  
San Francisco              Los Angeles



## Organized Action

**I**N the winter of 1926-27, the dairymen of the New York City Milk Shed were rejoicing in good prices for fluid milk. This meant improvements for their farms and comfort for their families.

Suddenly, it was announced that the New York City Health Department was giving favorable consideration to a plan for admitting fluid milk from the Middle West. The reason given for this change of policy was the necessity of providing a larger supply of fluid milk for the ever-growing City.

Such action threatened the very existence of the dairy industry in the East. It jeopardized millions of dollars invested in sanitary equipment, and imperiled the prosperity of hundreds of Eastern towns and cities.

## Farmers Show Statesmanship

In this emergency, the officers of the Dairymen's League Co-operative Association, Inc., asked the New York City Health Department for time in which to make a survey of the resources of their territory. This was granted.

Then followed months of busy fact gathering. From the data gathered, a convincing presentment was built, which was laid before the officials of the New York City Health Department.

This presentment pointed out the ruin which would be wrought by opening the New York City milk market to a flood of Western milk. It showed just what the farmers of the New York City Milk Shed were then producing and indicated what they were capable of producing under proper



The above scene is typical of the prosperous dairy farms of the "New York City Milk Shed." The milk from these farms is marketed through the Dairymen's League Co-operative Assn., Inc.

## Saved an Industry

stimulation. It outlined a plan for increasing production to meet increasing consumption.

This plan was accepted, and has been in operation since the spring of 1927. There has been no shortage of milk and quality has been maintained. The prosperity of the New York City Milk Shed has been safeguarded.

## Dairymen Loyal to Own Paper

It was through the columns of their own paper that the members of the Dairymen's League were kept informed of the crisis in their industry. It was the farmers' response to the editorial appeal for increased production which made possible the success of the League plan. In the Dairymen's League News, you will find both reader interest and reader response.

*A request will bring Rate Card and Sample Copy*

Dairy farms of  
this area supply  
New York City  
with fluid milk at  
profitable prices.



### DAIRYMEN'S *league* NEWS

New York  
11 West 42nd Street  
W. A. Schreyer, Bus. Mgr.  
Phone Pennsylvania 4780

Chicago  
10 S. LaSalle Street  
John D. Ross  
Phone State 3652



State First Prize

**Again Adjudged  
"The Best  
Newspaper  
in Illinois"**

National and  
State First Prize

By a jury of newspaper men in the Better Papers Contest sponsored by The Illinois Press Association, Oct. 13, 1928.

**The Daily Pantagraph**  
**BLOOMINGTON, ILL.**

In addition to first state honors in 1924, 1925 and 1926, The Pantagraph was honored with the Bowles Award as the daily paper first in general excellence in the United States (communities under 50,000 population) in 1925 and 1926. The national contest was not held this year.

**Its Excellence Has Been Recognized by  
Central Illinois Readers Since 1846**

National and  
State First Prize

**An Average  
Readership of  
17½ Years  
Per Family**



State First Prize

# A Chain Store Builds Distribution for a New Product

Minute Jelly Wins New England Market by a Novel and Significant Merchandising Plan

By Sidney Rabinovitz

General Manager, The Economy Grocery Stores Corporation

ONCE an advertising agency executive said to me: "I'd like some time to get in right at the start of an article—be present when the idea originates, while the product is being developed, help in the naming, in the designing of the package, in the plans for merchandising it and advertising it." Generally, the advertising man is permitted to start operations only after almost everything has been done with the exception of writing the advertising. And all too often a lot of things have been done up to that point which the advertising man must either undo, or which stay with the product and serve to handicap its development."

Now, for many years, I have felt like that advertising man with reference to the merchandising of a new product. It is true that our company is concerned, on the face of things, only with the actual distribution of a food product into the hands of the actual consuming public. In the old way, we get our cases of goods and set them out on our counters and shelves and wait for the housewife to come and buy. The most we then could do to hurry her along was to do some advertising on our quality and service, mention some items in our copy and make our stores and our stocks look as attractive as possible.

That, however, is merely the superficial and obvious side of retail merchandising. For years, we have felt that the modern retail establishment with its multiple outlet system could, if given the opportunity, make itself the most influential single factor to which the manufacturer could turn for getting proper distribution and advertising.

Such an opportunity presented

itself to us about three months ago and we took advantage of it at once. The product in question is Minute Jelly, now well known in New England. Minute Jelly is concentrated fruit juice and fruit pectin which comes to the housewife in small bottles. She then adds some water and some sugar, boils for a few minutes and pours into glasses. In a few hours she has perfect home-made jelly.

I have explained the product briefly to make clear that in our experiment we had to do with a food product which is rather original. At the same time, the finished food product made up from it is something which every housewife uses to a greater or less degree in her home.

This product, then, was brought to us in the embryo, if we may call it that. It had back of it two necessary elements, over and above inherent quality and merit. Those two elements were adequate financial strength and a New England representative who knows his ground and his business.

Its sponsors brought Minute Jelly to us and they said: "Here is a product which we feel is right. Certain experiments have been made in marketing the product and many things learned and others unlearned. What is your thought?"

We looked the product over and we said to ourselves. "Here is the chance to demonstrate to ourselves and to others certain marketing theories which we have developed. There are, in this case, no confusing issues. Outside of a national magazine coverage which is more introductory than actually powerful, nothing is being done in an advertising way. There is no distribution at this time in New England. Not one New England

housewife out of a thousand ever heard of the product. Not one in ten thousand probably ever even saw a sample bottle.

"We will take it on and see what we can do with it single-handed. Without wishing to minimize the advantage and the value of other forms of introductory work and advertising, we will take it on provided nothing will be done in this market except by and through us. And then we will try to demonstrate that the retail merchandising organization which is both willing and able, can not only provide distribution, but can do the educational or advertising work which is necessary."

So, to start off, we ordered a case of Minute Jelly for each one of our stores. That insured distribution.

Then the educational or advertising work got under way. Here was to be the real test. It was developed in two phases. First, we taught our store managers and salesmen the facts about Minute Jelly. Second, we used a reasonable amount of space in our own newspaper and hand-bill advertising to tell about Minute Jelly, announced it as being on sale and quoted it at the regular price of 15 cents a bottle. Incidentally, we have put on two "special sales" offering it at two for a quarter for one week.

For some three months we have kept Minute Jelly on display and have asked our salespeople to encourage its sale. We have maintained steady advertising pressure through our own space. We have asked the manufacturer to run no campaigns of his own.

Now, briefly, what has been accomplished in three months? It might be well to mention in passing that, in ordinary methods of marketing, three months is recognized as "no time at all."

In these three months, the Minute Jelly Company has done absolutely nothing in the way of purchasing space for its own use in any form of medium, with the exception of two national magazines, so far as New England is concerned. It has employed no sales-

men of its own, depending entirely on the representation provided by its merchandise broker.

During these three months, over 3,000 cases have been sold through our own stores. But that, of itself, is not the most interesting fact. The most significant, to me, is that over 2,000 separate and distinct retail outlets in and around Boston alone have found the demand for Minute Jelly so insistent that they have put it in stock.

This is an interesting development. It means that through the active support given to a product by one group of stores (and not by any means the largest group) a vast number of other stores have had a demand for the product and put it in.

This fact—the rapid demand which other merchants felt and their ready response as a result of this pressure by an insistent minority, proves once more a statement made in the past in *PRINTERS' INK*:

The mass of people is not inclined to maintain sustained mental effort. These people may or may not be inclined to maintain this effort, but the fact remains that they do not do so.

The small minority, willing to maintain this continued mental effort and exert sustained pressure on the great majority can, therefore, and constantly does, sway the majority to its way of thinking.

If the thought of the small minority is correct, and the results it attains are worthy and useful, then the great majority is glad to continue to follow the practice, not giving much serious thought to it one way or another.

After a three months' test, Minute Jelly has been put on the New England market through the single-handed effort of one retail distributing factor. And not only has it been made a popular seller in the stores belonging to this one chain, but for each store within the Economy chain which is now selling Minute Jelly, at least a half dozen other retail outlets have seen fit to put it in stock. And again let me point out that this distribution has not been attained by high-pressure methods such as sending in a crew of men to fight for distribution, possibly backing them up with a so-called "smash-

# There's a great FOOD ADVERTISING STORY *in Columbus, O., too!*

DURING the first 9 months of 1928 the Columbus Dispatch carried 989,788 lines of Local and National Food Advertising, EXCEEDING both of the other Columbus newspapers COMBINED by 297,211 lines, and GAINING 194,309 lines of Local and National Food Advertising over the same period in 1927.

The month by month record of National Food Accounts carried by the Dispatch so far this year should be of interest to manufacturers of food products and advertising agencies placing food advertising:

Month	No. of National Food Accounts in the Dispatch*	
JANUARY	28	16 were exclusive
FEBRUARY	41	22 were exclusive
MARCH	47	34 were exclusive
APRIL	48	36 were exclusive
MAY	60	35 were exclusive
JUNE	69	38 were exclusive
JULY	63	31 were exclusive
AUGUST	69	41 were exclusive
SEPTEMBER	69	39 were exclusive

\*Soaps and Disinfectants not included.

ANY advertiser or agency seeking the medium most productive and profitable in the Columbus Market must regard this record as very conclusive evidence of the fact that the Dispatch is THE PAPER.

# Columbus Dispatch

[ OHIO'S GREATEST HOME DAILY ]

Member 100,000 Group of American Cities

NATIONAL ADVERTISING REPRESENTATIVES  
O'MARA & ORMSBEE, Inc.

Average Net Paid  
Daily Circulation

116,927

ing" advertising campaign. Again let me repeat, that while the advertising has been proved successful, it has all taken the form of modest space within the usual space used by the retailer.

Now, in conclusion, may we discuss, briefly, certain outstanding factors? One man said to me: "Why are you doing this job? What do you mean to prove thereby?"

Just this—that the modern retailer is a brand builder, if he so desires—that it is fallacious to think or to say that the present-day retail merchant is merely an automatic distributor of merchandise, a demand for which has been created by the manufacturer.

At heart, my father and my brothers and others connected with us in the management of this business of ours are retail grocers. Basically, it makes no difference whether we have one store or a hundred or a thousand. The policy, to be successful, must be the same. If we could not make a success of a single store, we could not make a success of a thousand. If our methods be wrong in one store, operating a thousand stores would only make them a thousand times more wrong. Sheer quantity or numbers do not correct a wrong business policy and of their own accord turn it into a right policy. We maintain that the number of stores a man or group of men may own does not, of itself, decide whether the business will be successful or not. We sincerely believe that we must be right in principle and that the size of the business and the profits which may accrue will take care of themselves.

One of the principles which have been the guiding motives of our business is that we must be sellers—not merely automatic distributors—that we must be brand builders. We believe that the mission of the retail merchant is to serve his customers, be they numbered in scores or in thousands, and that to that end we must be able to do more than blindly hand out merchandise—we must understand merchandise, know what we

are handing out, and be not only willing, but qualified, to advise our customers properly.

In the past, this has been pretty much theory. Usually, a good selling product with us had back of it great effort and large expenditures with which we had nothing to do. We wanted an opportunity to prove to ourselves that we could market a product single-handed—not only through our own stores, but that we could influence the consuming public to the extent of developing general distribution. In short, we believed that a well-organized and well-trained group of store managers and store salesmen could build brand strength for a manufacturer. This was our opportunity to prove it. I might mention here, in passing, that we have had the opportunity of checking up on two special sales drives made thus far in this campaign. The results, when compared, are illuminating.

After we had been working about a month to introduce Minute Jelly, we decided to put on a one week high pressure sale. During that week we sold approximately 600 dozen bottles of Minute Jelly. As we went into the fourth month of our work on Minute Jelly, we decided to repeat the former high-pressure sale to try to ascertain what had happened as a result of some three full months' work.

But, during this second sale, which is to last the same length of time, we have already sold over 1,900 dozen and we expect to pass the 2,000 dozen mark. In any event, the same sale on the same product, three months later, is producing results three times as great. And this in spite of the fact that during this time Minute Jelly has almost perfected its distribution in this section.

This leads us to a second interesting conclusion: During the first sale, we were practically alone in carrying Minute Jelly. Since that time, Minute Jelly has widened its distribution tremendously. There is only one more large chain-store system to be secured before distribution is 100 per cent in this market. With this wider distribu-

# You Can't Take *This* Market from the Bottom Upward

There are newspapers that would make us believe in the appeal to the unwashed—in the supremacy, so to speak, of the submerged.

"Tell it to the low-brows," they say, "and take a chance that the university contingent will accept it."

Because, of course, their own cadences are keyed to ears none too discriminating.

The theory may apply in some places, but in Dallas, Texas, it's hooey. You can't start the shoppers surging to your

counter-displays by crying down the alleys of this scintillant selling-scene. No—oo-oo!

You've got to win along the avenues. In the prosperous places. The happy home-lands. *They're* the folks that set the pace of purchasing, and you can't crash through to *them* by any bargain-basement route.

You reach them most thoroughly and most economically through The Dallas News and The Dallas Journal—two papers that are kept fit for those who understand newspaper *excellence*.

## The Dallas Morning News The Dallas Journal

*Use the combination!*

THE JOHN BUDD COMPANY, REPRESENTATIVES

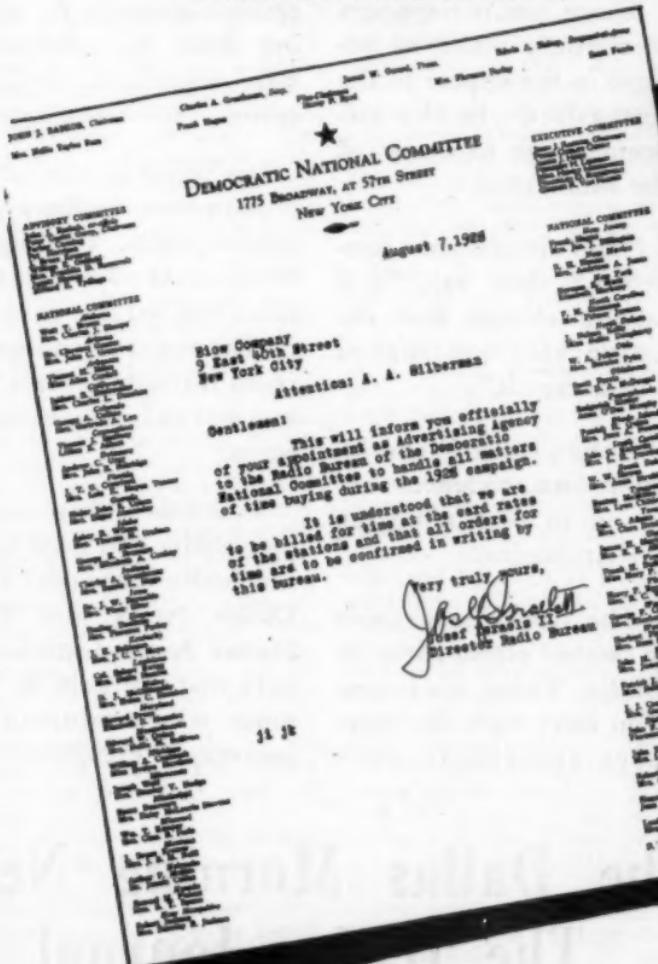
---

---

Nov. 1, 1928

# Largest Single Radio

We have just purchased over \$500,000 worth  
of radio time within a five-week period for the  
Democratic National Committee



**THE BIOW COMPANY, Inc.**

---

---

# Publicity Contract In History

Intelligent, Intensive National and Local Broadcasting Direction—Without Costly Experimentation—Now Available to Advertisers!

WE offer national and local advertisers, in addition to a hard-won reputation for merchandising soundness and resourcefulness, an exceptional sales-promotion department in radio publicity.

The same comprehensive facilities which we placed at the disposal of the Democratic National Committee on national networks, including the facilities for securing additional territorial coverage almost daily and at a moment's notice in practically every state in the Union, are now available to advertisers.

We have important and valuable facts and experience in time-buying and program-arranging for advertisers now using or contemplating using radio broadcasting.

MR. ALVIN AUSTIN SILBERMAN, Vice-President  
In Charge of Radio Advertising

9 East 40th Street • New York

---

---

# *Japan's World-Wide Travel System*

# *Favors Strategy*

# *in Advertising*



Solution No. 6 for the  
Nippon Yusen Kaisha Line  
to the Orient from San Fran-  
cisco, Los Angeles, Seattle.

WHEN Nippon Yusen Kaisha, great Japanese steamship line, asked us to find the Right Angle for their advertising copy, we were governed by the following simple fundamentals. First, that mere publicity copy is a wasteful form of advertising. Second, that a limited appropriation can be most profitably invested in frequent insertions of small space, wisely distributed. Third, that copy effectiveness varies in the ratio to which persuasive merchandise ideas are packed away in it. Fourth, that the presentation in writing, art and typography should be sincere, convincing and dramatic.

It behooves every advertiser to question his copy. Is it static or dynamic? The strategic, dynamic type is discussed in "The Right Angle" a mailing sent now and then to executives in charge of sales. Send us your name and address.

## Smith, Sturgis & Moore

INCORPORATED

General Advertising Agents, 171 Madison Avenue, New York  
& Premier House, Southampton Row, London, England.

tion and with the commensurate effort being made by many other distributors, our own sales of Minute Jelly are more than three times as great during this sale as during the first sale.

Yesterday, an advertising man said to me: "I don't suppose you call the job really done!"

Not at all. It has only just started. We could no more relax our efforts on Minute Jelly and expect to see it boom along in a satisfactory way than any producer of any product could expect to discontinue his efforts and see his sales keep up. As a matter of fact, all we have really accomplished is to demonstrate that a retailer can, if he wishes, do more than provide distributing facilities. We have proved that he can build brand strength."

"What does that point to?" a man asked me. "What is there significant about that?"

To me the significant thing about this little experiment is that it indicates a condition which doubtless has always existed but which many of us have been inclined to ignore.

It demonstrates, possibly only in a laboratory way, if you please, but it nevertheless demonstrates that the development of business during the next ten years, at any rate, is going to depend upon the human relationship which will exist between certain manufacturers and certain distributors. Business has not become the cut and dried thing which some people picture it to be. It is not an institution which is going to be swayed entirely through the ability of a man or a group of men to bring to their aid merely a vast sum of money and with that money buy a vast amount of advertising, and thus utterly demolish everyone and everything which stand in their way.

Looking at business from the other side—from that of the consumer—the consumer is always going to think more of his own ideas than of outside ideas. His ideas will no doubt continue to be influenced, but they are going to be influenced to a very great extent by the people with whom he

comes in contact. Now, the consumer likes to shop, at least for food, in a convenient spot, preferably close to home. And unless somebody carries to the extreme the development of automatic marketing devices and takes the human being out of the store altogether, the recommendation of the store-keeper is going to continue to have much weight.

It is rather satisfying to note that the personal element, the human equation, is not apt to be taken out of business. It stresses a note of hope for the business man—large or small—who will keep on telling himself that success in business in the future, like success in business in the past, is quite apt to depend upon one's ability to serve and being mindful of the fact that we can quite safely leave our business future dependent upon a policy of trying to see how much we can give, rather than merely trying to see how much we can get.

### Copeland Products Report Net Earnings

Net earnings of Copeland Products, Inc., Detroit, manufacturer of electric refrigeration machines, for the first eight months of this year amounted to \$274,687, after charges and taxes. Figures for July showed net earnings of \$33,724, and figures for August showed \$13,568. These figures do not take into consideration the operations of subsidiary companies.

### Death of Victor Eugene Morrill

Victor Eugene Morrill, general manager of the Sherbrooke Record Company, Sherbrooke, Quebec, died recently at the age of fifty-four. He had been with the Sherbrooke Record for thirty-one years.

### Oil Account to Buffalo Agency

The Enterprise Oil Company, Buffalo, N. Y., manufacturer of Duplex marine engine oils and Duplex motor oils and greases, has placed its advertising account with the J. Jay Fuller Advertising Agency, Inc., of that city.

### Appoints Vickers and Benson Agency

Palmers, Ltd., Montreal, manufacturer of toilet articles, has placed its advertising account with Vickers and Benson, Reg'd, advertising agency of that city.

# What Should We Strive for in Food Advertising?

For Sake of Public Health and for the Sake of Advertising, Creation of a Board to Pass on Merchandising Use of Scientific Decisions Is Suggested

By Dr. E. V. McCollum

School of Hygiene and Public Health, The Johns Hopkins University

**A**DVERTISING has been called the intelligence arm of our distributing system. Through it many useful inventions, improved products and useful information about materials and how best to use them have been brought to the attention of the public. Such advertising has transformed and lightened the work of the household, safeguarded health, provided relief from drudgery, saved the purchaser money, and helped in the solution of many personal problems. It has built up a desire for quality in merchandise and efficiency in service which will be generally conceded to be a public benefaction. There is reasonable assurance that advertising will continue to do these things, and also tend to lower the cost of selling so as to be an important factor in making successful mass production by affording a nation-wide market for the manufacturer and for the vendors of agricultural products.

The interests of the vendor of food products or the manufacturer of foods, and those of the consumer are identical. One wants to sell what he has and the other wants to buy. The objective of advertising is to acquaint the prospective buyer with the quality of a product and its price in those cases where he needs or wants it, and to acquaint him with a new and useful product which he does not know about, and show him how he can profit by its purchase, thereby creating a market and benefiting the purchaser.

Illustrations are abundant of the benefits of invention, advertising and merchandising which have

converted housekeeping from long hours of drudgery to a light and agreeable occupation affording leisure for the enjoyment of life which the housewife of a generation ago did not enjoy. The gas and electric stoves have replaced the coal and wood stoves or fireplaces; modern plumbing, the pump; refrigerators, the rope and pail down the well; light and convenient kitchen-ware, the heavy pots and skillets; cleansing powders, brushes, scouring mops, dish washers, drying racks, etc., have robbed dish-washing of its irksomeness. Washing machines and vacuum cleaners have replaced the washboard and the rag and broom. Contrast the ready-to-eat foods sold by the grocer of today; the cleanliness of store foods as now distributed, with the loose sugar, salt, cereals, dried fruits, crackers, coffee, condiments scooped from open containers exposed to dust and flies and the hands of the grocer; the vinegar and molasses drawn from barrels into a measure exposed uncovered when not in use and never cleaned. These advances have come largely through establishing higher standards and demands through advertising by those who had the intelligence and foresight to see the opportunity of building up successful business on the basis of quality and service.

Stuart Chase (*News Republic*, August 8, 1928, 296) has recently said "Increasingly we buy with our eyes, and those that can assault the vision most arrestingly get the order." Motor cars, clothing, furniture, toilet articles and a thousand useful things in everyday use are sold largely because of their attractive appearance rather than their quality, although the buyer is interested in getting

An address made before the American Public Health Association at Chicago.



## **How shall *their* eyes see full storehouses?**

With eyes always on the ground the gleaners follow the harvest hands and pick up the scanty leavings so that nothing is wasted. That is wise. It is economy. But gleaners earn a poor day's pay.

The man who makes the large profit today is the man who takes in the cream of the crop even if he leaves the gleanings for his competitors.

The big industrial markets of now are the markets of metals and machines. Almost every advance of modern industrial progress is up a metal step. Men find new metals, new ways to use them, new machines to shape them, new plans of buildings and operation equipment—and these are recorded in the American Machinist.

Who reads it? Men who plan, design, produce, buy. It is a full natural market, cultivated to the last minute—a never-ending harvest for the man who is not content with the gleanings.

Do you want to sell ideas or products to such men? Then advertise in the American Machinist.

The American Machinist is a McGraw-Hill Publication, issued from Tenth Avenue at Thirty-Sixth Street, New York.

his money's worth. Advertising, taking advantage of the instinctive love of the beautiful which lies dormant in the untrained, but which is easily developed by education, has done much to improve the esthetic sense of the general public. This force in advertising is increasingly taken advantage of, as is readily apparent from a comparison of the quality of art in displays of today with a few years ago.

Fifty years ago homes were heated by stoves, dirty because of the coal hod and the ash nuisance, and lighted by gas or kerosene lamps. Replacement of these by steam and hot water systems, electric light, the introduction of electric motors, telephone, radio, phonograph, motion pictures, motor cars and paved roads, are not alone the result of invention but of their sale to the public through skilful advertising. In all these we see leadership of the few working to the comfort, health and happiness of the many. This is the great function of advertising. A considerable number of the most successful advertisers of today are straightforward and sincere in their statements, and their aim is to present instructive and constructive advertisements which help the purchaser to know what he should buy, how best to care for his purchase, just how he will err in buying inferior goods, and in what inferiority consists. Such advertising results in better living by everybody influenced by it as well as in prosperity for honest business. Trust companies, bond houses, the electrical industry, manufacturers of motor oils, radios and refrigerators, afford the best examples of idealism in advertising. Perhaps the most outstanding examples of success in honest advertising as it relates to health are the publications of the American Medical Association and of the Metropolitan Life Insurance Company. There is no element of philanthropy behind any of this, but only shrewd business sense, yet there is evident in all, despite many minor mistakes, a desire to be honest, accurate and helpful. The confidence inspired by these

advertisers brings its rewards in satisfied patronage.

Yet in the main advertising does not yet command sufficient confidence to be a very effective guide for buyers. Many advertisers still tell half truths, and are decidedly partisan in a deliberate effort to sell the purchaser rather than to help him buy wisely. The mail-order houses have built up a confidence among their patrons by describing honestly the mediocre and superior articles. They try to point out that for certain purposes a low grade article may be satisfactory. If on seeing the goods it is found to be not what was wanted the buyer is privileged to return it without loss.

#### EASY TO DRESS UP HALF-TRUTHS

Certain soap, tooth-paste, cereal, face creams and cigarette manufacturers afford examples of national advertising in which extravagant and dishonest claims are the rule. Many of these likewise build their advertising displays upon pseudo science. People have had explained to them in recent years so many things they do not understand, but nevertheless believe because of visual evidence of the marvels of modern science, that it is easy to dress half-truths in the most plausible language. But this is done to the disadvantage of honest advertising, and an enormous amount of waste results from the major half of the advertising world trying to instruct and build up confidence, while a minor half, playing upon credulity, tries to delude and profit by sharp practices which tend to destroy confidence.

The food industry, because of the spectacular advances of the last quarter of a century through scientific research, has been greatly tempted to engage in dishonest advertising. We know a great deal about quality in foods on the basis of the proportions of the indispensable nutrient principles which each contains. Much information has been gained about how far one food suffices in adequate amounts the nutrients which are not abundant in another. In short, we have much useful information about

# "What do you mean *Personal Service by Principals*?"

**WE BELIEVE** that the value of advertising agency service is measured by the experience, the skill and the spirit of the men who render the service.

We feel that the relationship of agent and client is *professional* in a real sense. We believe that the essential service involved cannot satisfactorily be delegated to subordinates or departments.

Prospective clients of Lamport, MacDonald Company are approached by the members of our organization best fitted by experience and temperament to service the account. The contact thus established endures, not merely until the account is "assimilated," but throughout the relationship.

In addition to this regular contact, when necessary, the service of our entire organization is brought to bear on the problems of the individual client. And our organization is large enough to embrace varied experience, compact enough to be focused on specific problems.

This, briefly, is what we mean by PERSONAL SERVICE BY PRINCIPALS. It has been our creed during 11 years of successful operation.

Among our clients are many leaders. They like our method of serving. It is different enough to be well worth your investigation.



**LAMPOR<sup>T</sup>, MACDONALD COMPANY**

*Advertising · Merchandising*

SOUTH BEND, IND.



## LONG BEACH, *California*

—is the center of a trading area of 250,000 people, and the Press-Telegram is the only medium which covers this rich Southern California market completely. Not only is it read in nine out of every ten homes in Long Beach proper, but the Press-Telegram is the dominant daily newspaper in 43 adjoining towns and communities, all located within an average radius of 12 miles from the city limits.

# Press Telegram

*National Representatives:*

**WILLIAMS, LAWRENCE & CRESMER CO.**  
NEW YORK                    CHICAGO  
LOS ANGELES    SAN FRANCISCO    SEATTLE

how foods should be selected, and in what combinations and proportions they should be eaten in order to provide all the essential nutrients, afford a proper physical character to facilitate digestion and promote intestinal hygiene, promote optimal development in the young, preserve their teeth from decay, and in the adult promote health and longevity. There is no significant difference in the views of perhaps twenty-five of the world's most experienced investigators in this field as to what should be said about the place in the diet of any of our more important foods, natural or manufactured, uncooked, cooked or canned.

The United States is the most fortunate country in the world as respects its agricultural resources, and the accessibility of food-stuffs of tropical origin. We can and do produce more food than we can consume, and could far exceed present production were it profitable. Man power is now so effective in food production that most of our people must engage in pursuits other than agriculture. We cannot eat more than we are eating without harm, and many of us would probably be benefited by eating less. This creates a situation in which there is intense competition in the selling of various food products. Since the public cannot be induced to eat a greater amount of food, it follows that when certain articles find favor the producers of some other foods which might well serve as their substitutes cannot sell their products, and suffer economically. It is useless to deny that if the market for one kind of fruit or grain, or any other food, is stimulated, producers of other foods having similar properties lose money to an extent comparable with the profit of their competitors. This creates a great temptation to engage in clever but dishonest advertising. They are forced to do so because either they are engaged in a useless industry, or because they do not see clearly that there is a way to educate the public to accurately appraise their product even when it has certain deficiencies or an un-

balance which necessitates its use in a certain way to get the best results.

The type of advertising which we must all deplore is that which invokes the aid of science in support of a product but in which the rules which govern research in science are violated. Half-truths or plausible theories which do not apply are presented, together with a picture which itself tells a story which is misleading.

#### NO SPORTSMANSHIP

There is keen competition among food producers and food manufacturers of many kinds, and in many cases the competitors are striving to win without consideration for each other, restrained in their methods only by the necessity for maintaining the outward appearance of respectability. All well-informed people see daily in the magazines, newspapers and on billboards and labels, statements which are the counterpart of the glossy duplicity of the confidence man. Not only is there no sportsmanship in much of our food advertising, but its untruths are so thinly disguised that public confidence is in great measure broken down, at least as respects the more intelligent readers of advertisements. The futility of such a course is apparent when one considers that there are thousands of women teaching home economics and domestic science who are sources of authentic information about foods, and about progress in nutrition studies. Dishonest advertising tends to create apprehension in the minds of conscientious mothers, and those who suffer from one or another condition in which some special nutritional regimen is necessary for their recovery or for the maintenance of health. The result is that many persons are confused, and are easily made victims of faddists and unscrupulous promoters.

Most publishers want to publish only honest and reputable advertising. Some of the larger advertising mediums now maintain testing laboratories in which are examined products which they admit to their columns. In the medi-

cal field competent people pass up on material submitted by commercial interests and attempt to eliminate all dishonest, extravagant matter. Many other kinds of periodicals and newspapers are far less careful. It is often impossible for anyone but the most expert to detect misleading statements and clever dupery. Frequently a quotation which has no relation to the product advertised is given prominence. It may be from an eminent authority, recognized as a scientist who works long and hard before he pronounces. His words are followed by exaggerated or untruthful statements about the product, and the scientist is filled with resentment at seeing his name associated with them. Scientific men have learned by sad experience the eagerness of the advertiser to say things with emphasis where qualification and reservation are called for.

For some years the writer has discussed with others the desirability of having a scientific board of men of eminence to whom publishers could turn for guidance in food advertising. The idea was first suggested by John Benson, president of the American Association of Advertising Agencies. This board could point out the merchandising effects of scientific decisions. The decisions would, of course, be limited to questions beyond scientific controversy. The board would have to be empowered to use its own discretion in the avoidance of commercial use of the board's influence by publishers or advertisers. Negative findings should be made available only to publishers for their own guidance, and strictly confidential except to the advertiser himself. No general censorship should be attempted and none affecting commercial policies. All decisions should be strictly within the realm of science, and deal with accuracy, authenticity, propriety, and applicability of statements.

Anyone who understands the mental qualities of men of science knows that there is a considerable number with character high enough to fulfill the obligations

which would rest upon such a board of arbiters, and who would be incorruptible. Probably the best results would come through having the board self-perpetuating. The opportunity for service which such a relation of the board to publishers would afford would make unthinkable any standards of conduct other than the highest, and failure to adhere to the highest ideals consistent with practical consideration and common sense would constitute a breach of faith which would be intolerable to his associates and to the publishers who patronize him.

Anyone who is at all practically minded will realize the tremendous possibilities of gaining public confidence, and of applying advertising to the accomplishment of its highest objectives, which such a plan would offer. Many practically minded will be skeptical whether an incorruptible board could be counted upon. The evidence that it could is found in the fact that men in positions of high trust rarely fail to give a good account of themselves, and that scientific men are by the very nature of their training, mental constitution and habits of life, highly honest with themselves and others.

### T. T. Weldon Heads New Bank and Trust Service

Theodore T. Weldon, formerly with Wm. Elliott Graves, Inc., and the Northern Trust Company, both at Chicago, is president of Weldon & Baldwin, Inc., of that city, a new development service for the trust departments of bank and trust companies. H. A. Baldwin is vice-president and Roy W. Knipschild, secretary-treasurer.

### Death of Walter S. Donaldson

Walter S. Donaldson, president of the W. S. Donaldson Print Company, St. Louis, died recently in that city at the age of fifty-six. Before starting his present company, six years ago, he was vice-president of the National Printing and Engraving Company.

### Waas & Son Account with David E. Walsh

The advertising account of Waas & Son, Philadelphia, makers of theatrical and masque costumes, is now with David E. Walsh, advertising, of that city.

# Exports at New High Level

In the first seven months of this year the exports from the United States of finished manufactured products *exceeded* the tremendous exports for the same period last year by

## \$119,000,000

That tells the story of the continually growing recognition and preference for American goods abroad.

One medium, the AMERICAN EXPORTER, covers all the export markets, 129 in all. It places your sales story before the larger buyers in each market and opens to you a wealth of information, experience and substantial service built up during our 51 years' work for American exporting manufacturers.

*The help available to you in your export work through this organization is described in our new booklet "Selling the Overseas Buyer," a copy of which will be mailed you on request.*

## AMERICAN EXPORTER

*World's Largest Export Journal*

370 Seventh Ave., New York

## Are There Any Products That Can't Be Packaged?

TRACY-LOCKE-DAWSON, INC.  
DALLAS, TEXAS

*Editor of PRINTERS' INK:*

If you have it available, we would like very much to receive a list of some articles that have appeared in your publications relative to the packaging of products that were thought not to lend themselves to such a process until some pioneer showed the way.

If such articles have not appeared we would appreciate receiving a list of articles dealing with marketing packaged merchandise whether the articles dealt with were products difficult to package or not.

TRACY-LOCKE-DAWSON, INC.,  
JAMES E. CLARK,  
*Director of Research.*

PRINTERS' INK has published numerous articles on package merchandising and in almost all of these articles there is the name of at least one manufacturer who is working successfully with containers for what was once called a "product that can't be packaged." Indeed we are so accustomed today to seeing almost everything packaged that we fail to realize that only a comparatively few years ago the companies selling such products as crackers in containers were considered hardy pioneers.

A partial list of "products that can't be packaged," but which have been, would contain the names of the following products: beds, ice, pipe nipples, wrenches, casters, towels, inner tubes, bait, nails, drinking glasses, automobile accessories, queen bees, lamps, frankfurters, bacon, typewriters, belts, percolators, pens, pencils, butter, hinges, soft drinks, bananas, grape fruit, potatoes, hats, hammers, books, union suits, electric irons, toasters, safety pins, candles, etc. Scan that list and see how many of these products we have come quite naturally to expect in packages.

About the only type of product which cannot be sold in a container is the bulky product, such as heavy machinery and the like. Here the package has no possible merchandising use and would constitute a waste of money.

Packaging is really a merchandising habit. Once some pioneer, often deserving of as much or greater credit than Dean Swift's original oyster eater, has shown the way other manufacturers in the field quickly fall in line. Too many manufacturers have been held down by tradition. They have said to themselves, "Packages have never been used in this field and therefore are impractical." The pioneer says, "Packages have never been used in this field and therefore there is a great sales and merchandising opportunity for the first company that breaks the tradition."

Anyone who examines the whole field of selling will realize that there is almost nothing which cannot be packaged. What is needed by the manufacturer who wishes to pioneer is a combination of courage and ingenuity.

We have available a list of articles which have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY on the subject of packages during the last few years. This list will be sent to readers upon application.—[Ed. PRINTERS' INK.]

### John Donovan Joins New York Bank

John Donovan, for the last three years advertising manager of the Detroit and Security Trust Company, has accepted a similar position with the Central Union Trust Company, New York.

### New Account for Winsten & Sullivan

The Cinderella Appliances Corporation, Philadelphia, portable electric washing machines, has placed its advertising account with Winsten & Sullivan, Inc., New York advertising agency.

### Miami Agency Opens Jacksonville Office

Loomis, Bevis & Hall, Inc., Miami, Fla., advertising agency, has opened an office at Jacksonville, Fla. H. E. Loomis is manager.

### Appoints Toronto Agency

The Briethaupt Leather Company, Kitchener, Ont., has placed its advertising account with McConnell & Ferguson, Toronto advertising agency.

# OUTSTANDING!

AUTOMOBILE  
TRADE JOURNAL  
*and*  
MOTOR AGE

*The*  
Unquestioned  
Leader

Almost double  
the paid trade  
circulation  
of the  
next largest  
automobile  
journal

Lowest cost  
per thousand

Greatest Coverage

The Best Buy

Not what we claim  
but what audited  
circulation figures  
prove

For Results  
come to  
Automotive  
Headquarters

CHILTON CLASS JOURNAL COMPANY  
Chestnut and 56th Streets : : : Philadelphia, Pa.

Nov. 1, 1928



# Let's Stop Guessing about Advertisements

Why Not Devote a Part of the Millions Spent for Research to the Scientific Testing of Advertising?

By S. H. Giellerup

Account Executive, Frank Seaman, Incorporated

PERHAPS you may feel that I go a little too far when I condemn the present practice as guessing. Yet that is all it really is. Intelligent guessing sometimes, but guessing nevertheless.

How long this system of guessing continues rests a great deal with you. You can't pass the buck to the advertising agencies. You are the buyers of agency service. They are the sellers. They are going to give you what you ask for—that is the only profitable policy to adopt, and until you ask them for tested advertising, you are not going to get it.

Nothing could be easier than to let them see that now you are after something different. In every plan that is proposed to you, question all conclusions supported by deductive reasoning, but not backed up by facts and figures. When new advertisements are presented to you, demand that proof be secured that they are better advertisements than those you have been running. Don't be satisfied with mere reasons. Many a book, many a song, many a show, and many an advertisement has deserved success by all the most logical reasons and failed to achieve it. There is only one real answer: The verdict of the buying public.

See that no chance is missed to learn what your advertisements are actually doing. Check up on sales in any way you can. Work the keyed coupon overtime. Keep a detailed record of inquiries. They constitute one of the few tangible evidences of the actual effect of your advertisements. My own experience tells me that they are governed by quite definite laws.

Part of an address delivered at Atlantic City, N. J., on October 29, before the convention of the Association of National Advertisers.

These laws could be so thoroughly established that no one would dare question them. What is required is a mass of data, a multiplication of occurrences, that can only be secured if you take the trouble to keep the records and report them. Then, if we find that the course of sales parallels the course of inquiries, we shall have discovered a yardstick of priceless value for measuring advertising results.

The records which will enable such a condition as this to come about will not drop into your lap. They won't suddenly appear in your office file in a properly labeled folder. You have to go and get them. You have to snatch every opportunity to pick up the threads of knowledge that may be woven into such a useful fabric.

## IT CAN BE DONE

Don't allow yourself to be thrown off the track by the sneers and jibes of those who say it can't be done. "This idea of trying to make advertising a science," you will be told, "is all piffle. There are too many imponderables." I don't care whether you call it a science or not. What we want to see are some facts. Do they mean to say that there are no facts? Then we want to see those facts systematically arranged so that we may discover what relation they bear to each other. Maybe the facts that can be secured are few, but the fewer they are the more we need them.

Now I recommend that you immediately begin to make as many tests as possible. Every time there is a difference of opinion on important points, suggest that the question be decided by test. However, you must be careful not to come to hasty conclusions. Testing requires a much greater knowl-

edge of how advertising works than does our present procedure.

Unless every one of the factors influencing your advertisement is taken into account, your test is going to be misleading. There are at least eight items to be considered, any one of which can destroy the value of the test. The headline, the layout, the size, the publication, the position, the season, the previous advertisements, and competing advertisements.

If you are testing headlines, you must see that no one of them is favored more than another by any one of the remaining seven factors. There are ways, however, by which these other factors can be kept from interfering and when I discuss the three main methods of testing I will describe them. The whole secret of successful testing lies in isolating the one factor regarding which you want an answer. In order to accomplish this, it is necessary to have the other factors under control so that their influence may be eliminated from the result. Above all, never attempt to test more than one factor at a time.

There are three principal methods of making tests—by sales, by inquiries, and by consumers' opinions. Some questions can be decided by *only* one of the three and others can be decided by *any* one of the three. It is necessary for you to select the method which makes a satisfactory result possible and the one which is the most convenient and the least expensive. Quantitative tests, that is, efforts to determine how much business a series or several series of advertisements will produce, require the sales test. Tests to establish the relative merits of publications can be carried out on an inquiry basis. So can tests to determine the most profitable size of space or the best position. Tests of copy are most effectively executed by means of consumers' opinions.

I think I can best give you a picture of the steps to be taken in running a sales test by describing one which I conducted, not so long ago, for the manufacturers of Kolynos tooth paste. The copy which we, in the agency, advocated was based on the theme "Kolynos

kills and washes away the germs which cause tooth decay." Our clients questioned this theme. Kolynos, they declared, did more than that. It not only killed the germs which caused tooth decay, but all the other kinds of germs in the mouth and throat. They cited the action of one city's health superintendent who, fearing an epidemic, ordered all school children to use Kolynos and thus procured for them an exceptional measure of immunity. So another type of copy was prepared stressing health protection. A sales test was made and the tooth-protection copy produced 65 per cent more sales than the health-protection copy. In outlining this test, suppose we adopt the Socratic system of question and answer. Imagine that there is a heckler down there among you, raising all sorts of objections to the validity of the test.

Q. How many advertisements did you test?

A. Four of each type.

Q. Do you think that was enough?  
A. I think that was the minimum number which could have been used. Six would have been better. There is always danger that one of the advertisements may be abnormally good or abnormally poor of its type. If there are too few advertisements, this one abnormal piece of copy affects the average so much that the result is misleading. The more advertisements included, the less opportunity for the average to be affected by abnormalities.

Q. How could you tell which type the sales came from?

A. Each type ran in different cities.

Q. Maybe the winning type won because it appeared in a city where the people were prosperous at that time and had plenty of money to spend, whereas the losing type may have appeared in a city where the people were hard up. Then again, maybe the winning type appeared in a newspaper that had a lot of reader influence and the losing type in one that had very little. How do you know that that didn't happen?

A. We guarded against it by running each type in four cities. In that way conditions averaged about the same. Also four newspapers were used. Six cities and six newspapers would have been even safer but we were not able to make the test quite so extensive.

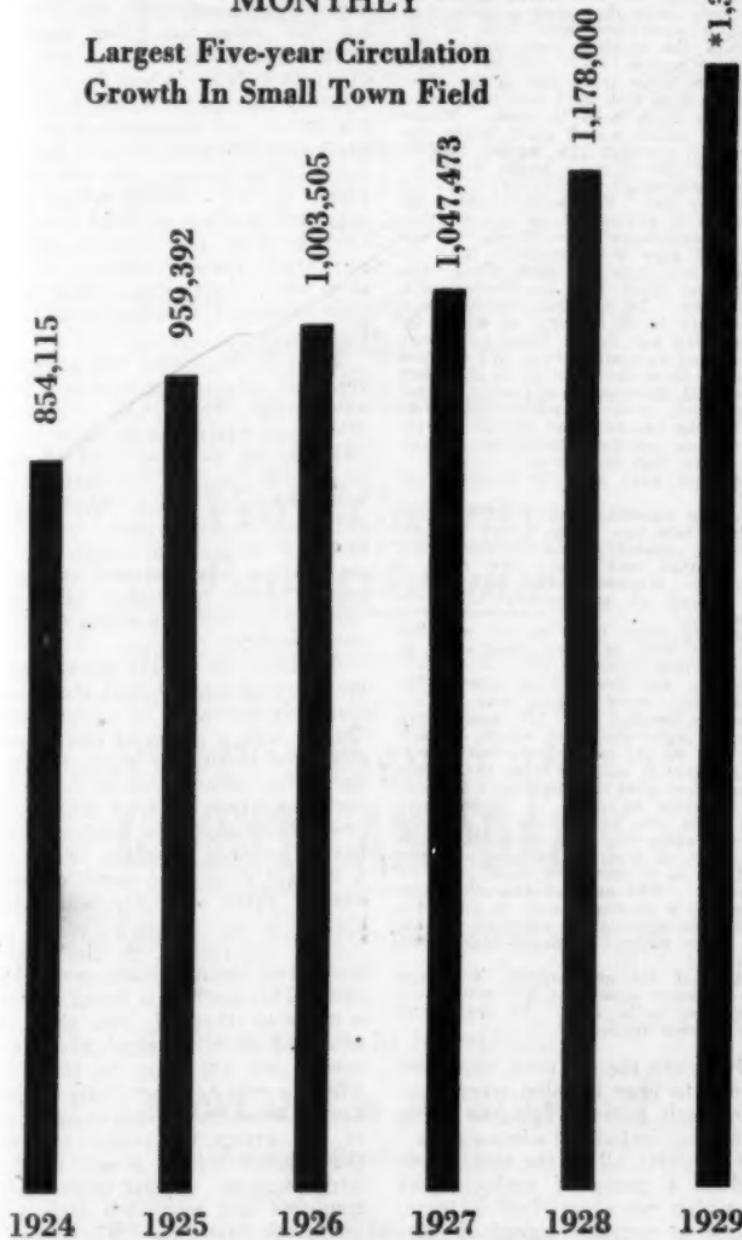
Q. Do you think it is sound to apply the findings from a local test like this to the whole country?

A. It was not a local test. The cities represented quite a large territory. They were in Massachusetts, New York, Pennsylvania and Ohio.

Q. What I cannot understand is how you knew which sales came from the test advertising. Kolynos is a national product. It must have had distribution and sales in the test cities. A lot of

# PEOPLE'S POPULAR MONTHLY

Largest Five-year Circulation  
Growth In Small Town Field



\*Circulation Guarantee, May 1929

it is sold whether there is any local advertising or not.

A. We overcame that difficulty by counting sales before the test. We counted them for the two weeks preceding and for the two weeks during it. The only sales that were accredited to the test advertising were those in excess of the number made during the previous period.

Q. But I can see a flaw in that also. You know as well as I that retail sales fluctuate from week to week. Maybe the test period was a much better one than the previous two weeks. Maybe most of the increase would have occurred anyway.

A. No sir! We were covered on that. You understand, of course, that in Massachusetts 'copy A' ran in one city and copy B in another. That in New York, too, the same thing was done and done also in Pennsylvania and Ohio. In addition, we added a third city in each State in which no advertising was done. These extra four were used as control cities. We checked sales in them the same as in the other cities and, therefore, could estimate just how much of a fluctuation there was during the two two-week periods. Then, in making our final deductions, we allowed for that fluctuation.

Q. How were you able to count the sales?

A. Our salesmen took inventory three times. Once two weeks before the advertising appeared, again the day before it appeared, and finally just after it appeared. Meanwhile, they kept a careful record of any orders from the druggists.

Q. You don't mean to tell me that this was done in every drug store in twelve cities?

A. No, not every drug store. 209 altogether. After looking over the results we decided that 120 would have been enough—about ten stores in each city did 90 per cent of the business.

Q. There is still one thing that might have upset your calculations. Suppose the dealers in some of those cities ran their own advertising of Kolynos at the same time. Suppose they put in a lot of window displays and put Kolynos in a prominent place on their counters. And suppose that this happened to a greater extent in the cities where the winning ads appeared than in the other cities. Wouldn't that throw you off?

A. That did not happen. Not even the salesmen knew that any advertising was going to be done. No dealer had the slightest inkling of it.

Here are the six most important things to bear in mind when running such a test: Test one thing at a time; include an adequate number of cities, all of the same kind; include a group of control cities in which no advertising is done; secure an accurate report of sales in the stores doing the bulk of the business; secure a report of sales in all test cities during the period just prior to the test, and don't let

dealers know that the advertising is to run.

Of the three methods of testing there is little question of the sales method being authentic, but this is not the case with the inquiry method. I believe that I can be of greatest help to you by calling attention to facts which indicate whether or not inquiries can be regarded as a true measure of advertising effectiveness. In the first place, do the factors which are supposed to affect the sales productiveness of an advertisement affect its inquiry productiveness in the same way? What data I have been able to secure tend to show that they do.

What is the natural and accepted result of spending more money for advertising? More sales, of course. Well, you get more inquiries, too. Why do we work so hard to improve our copy? The better the copy the more sales. Well, you get more inquiries, too. All the evidence shows that whatever is done to an advertisement increasing its ability to produce sales invariably increases its ability to produce inquiries.

All kinds of people answer advertisements and most of them are genuinely interested in the product. Once I took a group of more than 2,000 and by dint of many follow-up letters, secured replies from 75 per cent. One-third of the entire group had bought the product after having received a sample. So keep a careful record of inquiries and answer them promptly and seriously.

Now we come to the third method of testing, consumers' opinions. This method is based on the assumption that if you show a group of people several advertisements and ask them to tell you which would be most likely to influence them, the averaged opinions of the group will truly indicate the relative selling power of the advertisements. Most advertising men find this method a little too much to swallow. They can't understand why such opinions are trustworthy, even though the people who sponsor them are actual prospects and perhaps users of the

IT does make a lot of difference who reads advertisements, and where they are read.

If you reach people who have ample funds with which to satisfy their wants through the medium of a publication in which they have entire confidence, of course your advertisements will have greater pulling power.

There is such an ideal combination in good old

## York County Pennsylvania

whose good citizens have entire confidence in

## THE YORK, PA. GAZETTE AND DAILY

---

---

Covers its field completely and intensively.

We urge you to investigate.

### HOWLAND & HOWLAND

*National Representatives*

NEW YORK

CHICAGO

393 Seventh Ave.

360 N. Michigan Ave.

---

---

**November 3<sup>rd</sup>**  
**WE MOVE TO OUR**  
**NEW STUDIOS**  
**AND OFFICES**  
**Occupying the Entire**  
**Twelfth Floor of the**  
**GARRISON BUILDING**  
**20 VESSEY STREET**  
**NEW YORK CITY**



THE largest art service in New York City, crowded out of its old quarters by business expansion, finds a new and more commodious suite of studios.

A floor area of over 5,300 square feet—oceans of daylight from six great skylights. More elbow room and better working conditions for our staff.

What stronger proof of efficient and satisfactory service could we offer than this move, which places us in an even more advantageous position to meet the problems of our constantly growing clientele.

Our new Telephone Numbers are

Bowling Green  
2982-3-4-5

20 VESSEY ST.



12 Years on NASSAU ST.

**A.G. HAGSTROM CO. INC**  
*Art Service ~ Technical Service*

goods advertised, whereas the expert advertising man is usually neither prospect nor user.

Of course, the one objection always raised to this sort of testing is that consumers are conscious of making a choice and cannot give a correct answer. Or that they cannot tell you what will get them to act because they themselves, don't know what will get them to act. My answer to this objection is as follows: It is reasonable to expect that consumers are unable to react properly. But it is still more reasonable to compare their reactions with the story told by the sales figures. Do the advertisements chosen by consumers make more sales? In each instance where I have been able to trace results, the consumers' choice has won.

You will be interested, I think, in how these consumer tests are made. Three or four different kinds of copy were being proposed for the following year's Pro-phy-lac-tic campaign and each type had its protagonists. I suggested a test to determine which would be best and was asked to conduct one. But before the advertisements ran, I caused them to be submitted to telephone subscribers in Syracuse and Albany. I also submitted them to several expert advertising men. Who do you suppose turned out to be right, the consumers or the advertising men? Surprisingly enough, the consumers. The advertisement which they put first made the most sales. The advertisement which they put last made the least sales. Their percentage of accuracy in predicting the exact order in which the advertisements would make sales was 69. The percentage of the advertising men was 26.

My present method of testing copy—and I make no claim that it is the *only* one, but merely the one which I have found most effective—is to prepare experimental advertisements, executing them up to the point of rough presentation layouts. Thus they contain headline, sketches or photographs and the same arrangement to be used when they are finished up. No text, however, is included. Therefore, no expen-

sive typesetting and arduous copy writing is necessary. These advertisements are submitted to consumers in either printed or photographic form in groups of not more than six.

Recently a well-known advertiser expressed a doubt that the rough advertisements without text would be rated in the same order as finished advertisements including text. A comparative test was made and the difference between the two forms turned out to be trifling, although the difference in cost of preparation was considerable.

In one of the sales tests, that for Kolynos which I described earlier, I was not only able to secure a record of sales and inquiries from the same set of advertisements, but I also secured the opinions of more than 100 consumers. The series of advertisements which brought 65 per cent more sales brought 44 per cent more inquiries and was rated by consumers 63 per cent higher.

This country is known as the home of business experimentation. On every hand you see vast sums expended in laboratory work. But why give production methods and materials the benefits of *all* the research millions? Advertising needs them even more. Here are some of the problems for which answers are vitally necessary: Do advertisements become progressively more effective or do later advertisements have to work harder? Are inquiries a safe basis for judging advertisements? Is the so-called "Laboratory Field Test," i. e., consumers' opinions, a sound method? How should the various positions in magazines and newspapers be rated? Is there a one best size for a given series of advertisements?

#### With Zinn and Meyer

George W. Finnigan, recently with Thomas C. Brook, Inc., New York, has joined Zinn and Meyer, Inc., advertising, of that city, as art director.

#### Joins "Yachting"

Frank E. Prendergast, formerly in the advertising department of the Boston *Herald*, has joined the advertising staff of *Yachting*, New York.

# The Sales Forecast

What It Is and What It Does for Net Profits

By Fred W. Shibley

Vice-President, Bankers Trust Company, New York

THE sales forecast evolves naturally from the study of markets and of scientific methods of merchandising and distribution. It is essential to the economical planning of production, for, if one is to plan wisely, he must endeavor to ascertain his income before determining upon his expenses.

Being provident, looking into the future, planning before spending, are elementary principles of common sense. Sales forecasting therefore should not be considered as prophesying or guessing what may happen in the future, but as simply estimating probable sales in units and dollars for a future period of time, after having acquired all knowledge obtainable as to market conditions in relation to the products to be offered for sale in those markets.

Sales forecasting is inextricably tied into the determining and allocation of sales quotas. The quota gives definiteness to forecasting. It is a task assigned as fair and reasonable. It makes probable that which has been estimated to be possible.

The sales policy of previous times was largely opportunistic. The salesman sold what he could, where he could, and the home office took his word for it. But when a sales zone is subdivided into districts and salesmen given a quota which they consent to as fair, with a bonus if they beat it, unprecedented order and enthusiasm are brought into selling. If the quota of a salesman for a year is 20,000 units to realize \$200,000; if he estimated this amount of sales himself as possible before the quota was set, and if he knows that the particular amount in units and dollars has become part of the sales

forecast of the company he represents, it is reasonably certain that he will think constantly in terms of his sales quota and will not be at peace until he has reached it.

It is essential to sales forecasting: (1) that a manufacturing company shall have a sales policy defining methods of distribution in each sales zone and subdivision thereof; (2) that there shall be ample sales coverage in each such zone and subdivision to the extent of its sales potential; (3) that standards or quotas shall be set for each zone or subdivision by which to measure sales accomplishment; (4) that a list be maintained of all retail salesmen in each sales zone and sub-division and that reports be obtained by definite periods of each man's sales so that the local sales manager and even the general sales manager, through direction, can get after poor salesmen and compliment good ones on the basis of their performance; (5) that salesmen be trained so as to guarantee the proper presentation of the product and that they shall learn how to estimate properly the sales potentialities of the market in which they operate.

Doubtless a better understanding of the province in industry of sales forecasting and the setting of quotas will be obtained if a practical illustration is employed.

The X. Y. Z. Company is a manufacturer of mechanical rubber goods, its products comprising rubber clothing, boots and shoes, druggists' sundries, battery containers, belting, etc., its principal markets being located in the United States, Canada, and Mexico.

The president of this company is a modern captain of industry, possessed of a comprehensive understanding of the several major functions of the great enterprise

From a forthcoming book "The New Way to Net Profits." Printed by special permission of the publishers, Harper & Brothers.

The secret of layouts that *sell*  
 is explained in  
**Layout in  
 Advertising**  
*by W. A. DWIGGINS*

If you are faced with the problem of making layouts that sell themselves to account executives, clients, or sales managers, if above all you must make use of every possible layout weapon in order to sell more goods to consumers—here is the book for you. In it, one of the foremost layout men in the country, responsible for many of the advances made in the past decade, designer of the present format of Life, Harper's Magazine, etc., shows you just how master craftsmen go about using type, pictures, lettering, space, to get results.

Exactly as they are met in actual work, Mr. Dwiggins takes up the layout problems presented by all sorts of advertisements: newspaper, magazine, booklet, folder, poster, house organ, etc. He explains the step by step method of solving each phase; shows you just what can be accomplished; and tells you how the creative process works, so that you can follow in your own thinking the path that leads to making successful advertisements.

Throughout the work there are scores of rough layouts. They illustrate the points made in the text; show how the various ads in a campaign can be varied, yet preserve unity; and are arranged to serve as a manual of suggested patterns, easily adaptable for making all kinds of advertisements.

Harry L. Gage, in his enthusiastic review in *Advertising & Selling*, says:

"One of the few real contributions thus far to the making of advertising. The illustration provides a text within a text. Cubs, juniors, and seniors in all branches of advertising, will profit directly in its study."

Send no money! Judge the value of this book for yourself. Mail the coupon today to get it for FREE examination. Price, \$7.50.

**HARPER  
 AND BROTHERS**



**ON APPROVAL ORDER FORM**

Harper & Brothers, P.I. 11  
 49 East 33rd Street, New York City  
 Please send me for ten days FREE Examination, one copy of LAYOUT IN ADVERTISING . . . . . \$7.50

- I will remit \$7.50 within ten days of receipt of book, or will return it.
- Please send C. O. D.
- My check for \$7.50 is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

Business Connection \_\_\_\_\_

(Please fill in)

of which he is the chief executive. During the year he has personally visited a majority of the sales branches and agencies and has obtained first-hand knowledge of consumer markets. From time to time the sales research department of the company has furnished him with data relating to methods for stimulating consumer demand in the markets covered by the sales organization and with facts relating to new markets and the adaptability of the products of the corporation to such undeveloped markets. This research information has been studied and criticized by the several heads of the production divisions, and that found worthy of serious consideration has been distributed throughout the sales organization for checking. An exhaustive study has been made by the statistical department and checked by the field representatives, of financial and commercial conditions, particularly in relation to the business prospects of the coming year. In brief, all the facts bearing upon the fortunes of this enterprise have been ascertained, examined, and appraised.

In November the president causes to be sent out to every branch house or selling agency engaged in the distribution of his products a request for a forecast of sales for the ensuing year by styles and kinds in units, together with a personal letter from himself asking that the most careful consideration be given to this matter and every estimate be made in the light of business conditions in each sales territory and of general conditions throughout the country and the world, due value being placed upon past performance.

This executive request is accompanied by a letter from the general sales manager specifying exactly how the required information is to be collected and prepared, together with printed forms intended to minimize the difficulty of gathering the data.

The company has a branch sales office in San Francisco covering sales activities in Washington, Oregon, California, Utah, Idaho, Arizona, and New Mexico.

Copies of fundamental statistical and economic data possessed by the home office are in possession of the branch sales manager. He knows his territory intimately, and each of his salesmen knows his particular section of this territory even more intimately. Every possible buyer of the products of their company is known to them and rated as to purchasing capacity, distributing ability or consuming requirement. The branch manager consults his salesmen individually, canvasses his territory with each, discussing all the pros and cons, then considers judicially the information he has received, takes into account the average yearly growth in each sales zone, evaluates competition, and finally sends in his estimate as a forecast which in his opinion can be accomplished by the San Francisco branch office.

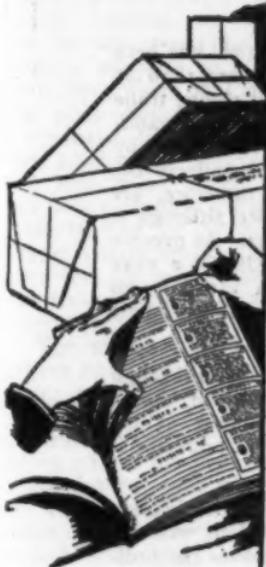
Now let us summarize what had been accomplished up to this point, assuming that each sales division had functioned in the preparation of its forecast as had that of the Pacific Coast.

1. The X. Y. Z. Company, through its special sales research work, plus the intensive market study of its selling departments in the field, has been able to visualize economic conditions in the various markets, to appraise the sales appeal of its several products as compared with competing products, and to determine what the present requirements of those markets are so that it can adapt its products to such special market needs as have been ascertained.

2. Each head of a distributing division has found himself in direct touch with the president of the corporation, who by inference has conveyed to him the flattering message that he is the eyes and the ears of the executive management on the firing line, that he occupies a position of great trust and responsibility, as the success of the entire production program depends upon the accuracy of his estimate of sales by styles and kind of product for the coming year.

Each such man has thought deeply upon receipt of the execu-

# *Insure your packages*



**NORTH AMERICA**  
Parcel Post Insurance is the safe, economical and convenient method of insuring packages sent through the mails. A book of coupons equips you to insure each package as it is wrapped—and assures satisfactory adjustment, without red tape or delay, if package is stolen, damaged or destroyed in transit.

Any North America Agent can explain this inexpensive and dependable protection. Or send the attached coupon for full information.

## *the North America way*

"The Oldest  
American  
Fire and  
Marine  
Insurance  
Company"

Founded 1792

Insurance Company of North America  
Sixteenth Street at the Parkway  
Philadelphia, Pa., Dept. W-111

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Wants information on Parcel Post Insurance



## RARE OPPORTUNITY TO BUY GROWING BUSINESS

*A relatively moderate investment will purchase a property with years of continuous profit behind it*

AN ethical, proprietary remedy which has been manufactured continuously for more than 80 years, is offered for sale, including all rights, trade marks and physical property. The company manufacturing this proprietary is controlled entirely by a small group of men whose time is entirely occupied by other interests and who, therefore, are ready to sell the property at a sacrifice although it has shown a steady record of earnings. At present there is a net profit of \$25,000 to \$30,000 a year being taken from the business, with virtually no advertising support and with an exceedingly small organization.

The product has almost perfect distribution through the wholesale and retail drug trade of the United States, and has in addition the support of the medical profession, thousands of whom prescribe it regularly.

We have been asked by a client to invite inquiry which will lead to immediate negotiations with the principals owning this property. Besides the ordinary assets of such a business the company controls an excellent real estate option in the New York Metropolitan area.

The only reason that this manufacturing company is offered for sale is that its principals are men whose affairs so occupy their time that they are unable to give this particular business the attention required to attain the great development which can readily be achieved. For any manufacturer now distributing products to the drug field, or for an individual or small company wishing to expand a thoroughly healthy business, this offer presents a rare opportunity.

We should be glad to forward replies directly to the principals.

*Address Proprietary:*  
**W. L. BRANN, INC.**  
**125 Park Ave., New York City.**

tive request. He has reviewed the sales of his division for a period of years. He has studied the statistical information furnished him by the home office. He has analyzed and reanalyzed his sales territory with each salesman in turn before committing himself to an estimate.

In addition he has thought intimately of each sales unit of the products manufactured by the company, seeking to determine which are the most profitable in his special territory so as to concentrate upon them in the coming year's sales campaign. He has also reviewed the work of each of his subdivision managers and of the men under them. Briefly he has been obliged to acknowledge to himself that he must possess a comprehensive knowledge of his market and his sales organization or confess inability to make an intelligent forecast.

3. The salesmen of each division have observed the strain their manager is under in the making of the forecast and are drawn into sympathetic appreciation of his problem. They too begin to think into the future and mentally to comb their territory.

When the sales estimates of the several divisions have been received by the home office and prepared for review and analysis by the comptroller's department, the material is gone over carefully by the general sales manager and examined in the light of his knowledge of conditions in each division and the ability of the several division managers to perform as promised.

Many palpably absurd estimates are discovered. Many estimates reveal a timid division head. On the contrary, the majority are optimistic, being pervaded with the spirit that under normal conditions through the coming year the sales division is prepared to guarantee a substantial sales increase.

Throughout November constant corrections and revisions of the sales estimates are carried on and finally, after being broken down into sales quotas, the forecast is submitted to the president for his decision.

At this stage each unit of the



**"If you want  
the cream of  
British business  
at home and  
abroad, you  
must ask for it  
in  
'Punch'"**

**Other papers  
have some of  
the best buyers  
in the Empire  
for readers. But  
*PUNCH* has all  
of them."**

THOMAS RUSSELL,

MARION JEAN LYON  
*Advertisement Manager, "PUNCH"*  
6, FLEET STREET,  
LONDON, E.C. 4, ENGLAND.

## Every Advertising Man

knows this, that advertising, to be effective, must be concentrated in those markets known to buy the advertised product. This means that *the medium carrying the advertiser's message must be concentrated in those markets.*

The advertiser with oil heating equipment to sell, for instance, turns logically to FUEL OIL, the monthly journal which is exclusively devoted to and completely covers the oil burner industry.

**FUEL OIL**  
and Temperature Journal  
Devoted to Progress in the Use of Oil Fuels  
420 Madison Ave.  
New York  
Chicago San Francisco

forecast has been priced and its cost determined on the basis of the sales volume as shown.

Now the review of this monumental aggregation of estimates appears to be a herculean task, but the president of the X. Y. Z. Company realizes that this is his particular job and he goes at it like a man, realizing that he possesses information superior to any one else in the company, fitting him to decide points at issue and properly appraise the several estimates.

In his opinion the San Francisco division sales manager is over-optimistic as to sales probabilities for the coming year. He has not given proper weight to certain economic or financial factors which may seriously affect sales in his territory during this period. The president, therefore, writes him, giving all the facts in his possession and requesting a revision of the forecast in the light of the sales quotas as set for his territory by the general sales department. In addition, he states clearly that he will expect performance of the sales estimate as finally accepted for the sufficient reason that failure to perform as promised will affect seriously the production schedule of the company.

### A CHALLENGE

Such a request from the chief executive is considered by the division sales manager a challenge of the integrity of the forecast which had been prepared with so much study and care. He and his confidential associates ponder over this letter.

As they continue to analyze the quotas for the several sales subdivisions as set, they come to the realization that the sales organization on the Pacific Coast has been set a task and that its sales estimates as submitted have been utilized only in facilitating the setting of this task.

They are keenly alive now to the fact that the sales forecast as finally approved by the chief executive is a composite of sales research, market study, and sales estimates. Accordingly, they set

# That Man You Can't Find

I think it was Charles Schwab who said there are enough \$10,000 men, but that the bigger men are hard to find. The reason, of course, is that such men don't change as a rule, except to start a business or to buy an interest in one.

I have paid an increasing salary every year to a man who is one of the ablest advertising and merchandising men in America. Millions have been spent successfully on his advertising plans. He has analyzed business problems and planned improvements in selling for manufacturers in a score of industries.

I agree with him that somewhere some company has greater opportunities for his ability. For more than a year he has complied with my request to wait on my convenience.

His record is known among advertising agents. He has declined offers in the past carrying a substantial interest.

Today he will consider an agency offer where salary and future possibilities can be weighed as a unit. Also a corporation which needs a man to direct its public relations should write me. Your communication will be held in personal confidence, if desired.

#### ADDRESS

*Advertising Agency President*

Box 140, Printers' Ink

---

# If you're a grouch— a ne'er do well— a know-it-all— a chronic job- changer or one who merely longs to be coddled,

I can't do a thing for you. Nor do I invite correspondence from those who think that the first duty of a friendly instructor is to find them a first-class job.

I have had in my group of subscribers during the last two years a fine lot of men and women who believe in themselves, believe in me and my kind of aid, believe in the good old doctrine that the Business World is ever ready to produce the bigger job for the man who really prepares himself for it.

I have had a great deal of pleasure and satisfaction in aiding these "business climbers" to increase their ability—their earning power. I have seen a good number of them take better jobs—in some cases have aided them in getting the jobs. For I regularly advertise that I'll aid employers in finding the kind of helpers they need.

And now I am looking for forty to fifty more subscribers of equal caliber to begin using their spare hours under my guidance this fall. My Coaching Service in Advertising, Selling and Business Writing—given by mail—is the result of some thirty years of experience in advertising, selling, writing, teaching. It reflects the active practice of a seasoned advertising manager who has for nearly ten years been conducting his own advertising agency. My subscribers tackle problems of survey, campaign-planning, copy, display, illustration, direct-mail work, house-organ editing, report-writing, and many other practical assignments.

If you really mean business in this business of getting ahead in the great field of Advertising, Selling and Business Writing, write me what you have done, what you are now doing, what you think you want to be able to do in 1929, 1930 and after years. I'll give you some information that won't hurt you—whether or not we conclude to establish a relationship. I wouldn't want you as a subscriber anyhow unless I seem to be offering what you need and you are reasonably well qualified to profit by my assistance.

**R. ROLAND HALL**  
Advertising Counselor and Agent,  
Box 615, Easton, Pa.

Without obligation to me, please send me your prospectus describing your Coaching Service in Advertising, Selling and Business Writing. My present work is that of

Name ..... Age .....  
Full  
Address .....

P.I. 11-1-28

to work to adjust their previous estimates to match these new conditions, incidentally discovering that the salesman of a sub-division is sobered observedly by a quota, whereas he was quite chipper when estimating his future sales. He looks his quota in the face as a tangible something he must overcome or his defeat will be known not only to the manager of his division, but to the general sales manager and to the president of the company. He sees his name, William Everett, placed at the head of a sheet of paper and that he is expected to sell in his territory so many hundred dozens of rubber clothing, so many thousand pairs of rubber boots and shoes, so many thousand hot-water bottles and other such articles, so many thousand pounds of rubber belting, hose, etc. Upon examination he discovers that this quota of his is reasonable enough, and says to himself, "Sure, I can make good." He goes to work like a man. He now knows what is expected of him, so he can make his plans for the coming year.

The revised forecast from the Pacific Coast and forecasts from other sales divisions similarly corrected, when received by the president, supply him with ascertained facts upon which to base his operating plans for the coming year. The general sales management can now establish the final quotas, knowing that the field salesmen, by joining in the revised estimates have set their own quotas. Its only duty now is to encourage and assist the individual salesmen in the accomplishment of their tasks. Co-ordination in thought and purpose has been effected throughout the entire sales organization in the making of the forecast and the acceptance of the quotas.

The production department has been informed by the sales department what it should be prepared to produce by months in the coming year so that it can now go ahead and plan its work for the same period.

The president contemplates the merchandising, distribution, and marketing of the products of the

# AGENCIA FERROCARRIL

## LIMA, PERU

This agency is opened to give advertisers a service heretofore unobtainable. You can now have full confidence that your foreign appropriations will be fully expended in publicity at Peruvian tariff prices. We will place copy in any Lima newspapers or magazines. Our commission is 20% allowed us by the Press. We can also recommend to clients any local media of advertising which we deem desirable.

**Operated by Central Railway of Peru**  
**Casilla 301** **LIMA**



## If You Talk "Health" Use These Teachers

Public and private health are keynotes in the teaching program now used in America's public schools.

School teachers now determine the personal health habits of 24,000,000 school boys and girls. They teach them the proper way to clean their teeth and brush their hair, what to eat for breakfast, and how to bathe. If you feature health in your advertising, these teachers are ready to work with you.

School teachers are best reached through their own teacher magazines. 36 monthly magazines covering the teachers of 36 states without duplication are now available as a group offering over 575,000 guaranteed teacher circulation to national advertisers.

Let us send you a report on what these teachers can do for you.

**SERVICE BUREAU**  
 OF STATE TEACHERS ASSOCIATIONS, INC.

103 Great Northern Hotel, Chicago, Ill.



*A* GROUP of well-known artists rendering a complete service to Advertising Agencies.

CARL MUELLER  
 ANTHONY HANSEN  
 DOROTHY SCHNELLOCK  
 FRANZ FELIX  
 JOHN HAMMER  
 LESTER GREENWOOD  
 RÉ MARC  
 JOHN ROSENFIELD  
 JAMES A. WADDELL  
 LOU NUSe  
 NORMAN STRAIN  
 J. W. RASKOFF

Konor & Peters

*Pent House*

18 EAST FORTY-EIGHTH STREET  
 NEW YORK CITY

company as forecasted. He personally has committed himself to the accomplishment of the forecast, having given it his approval. He now has an excellent picture of his sales organization. He is able to visualize the manager of the subdivision operating in Idaho, and in every other subdivision, for it is easy to remember pertinent facts and exceptional individuals. He is a more competent executive because of the intimate knowledge relating to his products and his sales organization which he has gleaned from analysis of the forecast.

Similarly, every department head who has had something to do with the preparation of the forecast has learned to think a little more soberly and intelligently because of it, and every divisional sales manager has been drawn close to the home office and has sensed his responsibilities somewhat more clearly.

A STEP AT A TIME

Scientific sales planning is a hard lesson to learn; but it is a lesson which must be learned and, after all, it is not such a difficult task if gone about whole-heartedly. There are no obstacles which are insurmountable by a brave man, least of all in business. One step must be taken at a time in sales forecasting, just as in learning to walk. The first step is a knowledge of markets, the second a knowledge of what will sell in those markets, the third a knowledge of the most direct and cheapest method of placing the goods for sale in those markets. Having ascertained the consumer capacity of markets, what classes of merchandise are in demand by consumers, and what influences their demand, it surely is not difficult to estimate probable sales in units and dollars in any one market. The total of all the estimates will be the sales forecast.

Countless corporations and personally owned enterprises are forecasting sales successfully. Many are simply making progress in forecasting. The science is not acquired in the first year.

The United States Steel Corpo-

ration being a manufacturer of many kinds of semi-processed products which are the raw materials of other manufacturers, is confronted in making a sales forecast by the fact that it has no subjective means of determining the requirements of consumers for the products fabricated from the materials it supplies to intermediate manufacturers.

Other original manufacturers and producers of basic materials are confronted by a similar problem, which can only be solved when information originating in markets of ultimate consumption flows back through every intermediate channel to the original producer. Such an unretarded flow of market knowledge will greatly increase profits in the future. It is an economic necessity and will come freely in time. The automobile manufacturer studies his market, forecasts his sales, and places purchase orders with the steel manufacturer for the steel required, with the manufacturer of frames for that particular part, with the wheel manufacturer for wheels, and with many other suppliers of materials and essential parts. It is his economic obligation to pass on to these people what he has learned from his study of markets. It is their obligation to give him such information as they acquire. Trade knowledge should become a library for common utilization.

Sales forecasting will continue to baffle and fascinate the business man until that good time comes.

#### Appoints McConnell & Fergusson

The Canadian Incubator Company, Toronto, manufacturer of incubators and brooders, has placed its advertising account with the Toronto office of McConnell & Fergusson, Ltd., advertising agency. Canadian farm papers will be used.

#### Ventilator Account for Providence Agency

The Prairie Window Ventilator Corporation, Providence, R. I., has appointed the Granville S. Standish Advertising Agency, of that city, to direct its advertising account. Newspapers and magazines will be used.



**For Complete Coverage**  
OF THE  
HARDWARE  
TRADE THERE'S  
JUST ONE  
MAGAZINE

**Good  
HARDWARE**

29 MADISON AVE., N.Y.C.

*the men  
who man  
our presses  
know their  
printing!*

**LONGACRE  
PRESS, INC.**  
637 W. 42 ST.  
NEW YORK  
ring..Pen. 1247

# ARTISTS

Manning Studios, Inc.,  
Requests the Services  
of a first-class

**Figure Man**  
and a  
**Layout Man**  
for  
**National Work**  
and  
**High Grade**  
**Direct Mail**

*Send samples of work with  
first letter*

**MANNING STUDIOS, Inc.**  
Carnegie Hall  
Cleveland, Ohio

# help

We help 3 large advertising agencies to work up format for advts & booklets of special merit. And we help several small ones. May we help you, too?



**CURRIER & HARFORD - LTD**  
Selective Advertising  
460 W 34th St - New York - Longacre 7856

## Shifting Emphasis from Price to Profits

(Continued from page 6)

from the right spot. The problem was recognized as one of merchandising and changing the attitude of distributors toward the product.

Consumer advertising was used and had its effect on the trade, but not all the effect that was desired. The Esmond Mills then sent out missionary salesmen to work with the help of the missionary. This service, besides other obvious advantages, reaped the immediate benefit of creating a favorable impression in the trade toward the trade-mark and the goods that carried it. At the same time, a woman trained as an educational director went to department stores and talked to department store employees on style, color and fabric, using Esmond Blankets as examples. In both these instances the Esmond Mills executives recognized the real character of the problem that they faced—a matter of merchandising and the attitude of merchants toward the goods. When that was recognized it was relatively easy to think straight to the remedy.

## Advertising Affiliation Sets Convention Dates

At a recent meeting of the executive committee of the Advertising Affiliation, May 18 and 19, 1929, were selected as the dates for its next annual convention. The executive committee will meet at Buffalo, N. Y., during the first part of next year.

## M. K. Burckett with Charles Daniel Frey

M. K. Burckett, formerly with the Ralph H. Jones Company, Cincinnati advertising agency, has joined the production department of the Charles Daniel Frey Company, Chicago advertising agency.

## Miss Dorothy Renick Joins Sterling Agency

Miss Dorothy Renick, recently with the New York Times, has joined the Sterling Advertising Agency, New York. She was formerly with the Waco, Tex., Times-Herald.

## Executive Changes in William B. Rand Company

Allen D. Turner, for the last year and a half secretary of the William B. Rand Company, Inc., Boston, printer, has been elected president of that company. He was at one time New England sales promotion manager of the Westinghouse Electric & Manufacturing Company. Everett M. Dickinson, for the last thirteen years advertising and sales promotion manager of the John P. Squire Company, Boston, has joined the Rand company as treasurer. Edward L. Van Der Meulen, who has been with the Rand company for many years, has been elected secretary.

## To Publish "Tire and Auto Accessory Topics"

The Coverage Publishing Corporation, New York, has been formed to publish *Tire and Auto Accessory Topics*, a pocket-size monthly to be devoted to the merchandising of auto tires and accessories. Harvey Willson, for the last eight years assistant general manager of the Rubber Association of America, Inc., is president and general manager of the new publication.

Paul L. Palmerton, publisher of *Rubber Age*, is vice-president and editorial director. Peter P. Pinto, business manager of *Rubber Age*, is advertising manager and also a vice-president.

## Wins New Orleans Publishers' Golf Trophy

The New Orleans Publishers' Association golf trophy has been awarded to Joseph Melcher, of the New Orleans *Item-Tribune* who won the fourth annual newspaper golf tournament. Peter Baird of the *Times-Picayune* was runner-up.

## Canner Appoints Chappelow Agency

Stokely Brothers & Company, Inc., Newport, Tenn., grower and canner of vegetables, has appointed the Chappelow Advertising Company, Inc., St. Louis, to direct its newspaper advertising. Newspapers in Kentucky, Alabama and Tennessee are being used.

## Western Financial Publications Merge

*Finance and Trade*, San Francisco, has merged with *The Magazine of Western Finance*, of that city, to form a new publication *Western Finance and Trade*.

## R. W. Douglass Leaves Kelvinator Corporation

Ralph W. Douglass, formerly assistant director of advertising for Kelvinator, Incorporated, Detroit, has joined the staff of the Silent Automatic Burner Corporation, of that city.

# Advertising Manager

I am a Sales Manager of a concern whose product has had national distribution in the household field for 20 years—has been, and still is, the biggest seller in its line.

I want an Advertising Manager, a man who can write as well as direct the execution of our advertising and sales promotion programs. He should be able to do the other things a good Advertising Manager can do. His compensation will be proportionate to the amount of responsibility he is able to assume.

All correspondence will be treated confidential. Write, giving your age, business experience, history, present salary, and examples of work accomplished.

Address "Z," Box 288, P. I.



## Half tones on bond paper

Only in "Offset Gravure" can the finest results be obtained.

When half tones are required on bond letterheads in quantities, call

## OFFSET GRAVURE CORPORATION

110 Seventh Avenue  
Long Island City      New York  
Astoria 7101-2

# PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS*  
*Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING CO., INC.  
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GENE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOERNHORN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
 ROBERT W. PALMER, Managing Editor  
 ROY DICKINSON, Associate Editor  
 ALBERT E. HAASE, Associate Editor  
 BERNARD A. GRIMES, News Editor

**EDITORIAL STAFF**

C. B. Larrabee	Roland Cole
E. B. Weiss	Andrew M. Howe
H. M. Hitchcock	Eldridge Peterson
Thomas F. Walsh	Don Mason
H. W. Marks	Rexford Daniels

A. H. Deste, Special Contributor

Chicago: G. A. Nichols  
 Frederic W. Read

London: Thomas Russell

NEW YORK, NOVEMBER 1, 1928

**We Move Its Adoption** A distinguished professor, Dr. E. V. McCollum of Johns Hopkins University, in this issue of PRINTERS' INK makes a suggestion which advertising should adopt.

Dr. McCollum is concerned with the merchandising use which advertising copy has been making of scientific decisions. Every honest-minded individual, advertiser, advertising agent or owner of an advertising medium, will readily agree that abuse and misuse of discoveries, ideas and opinions of the world of science must eventually be a source of trouble and sorrow to advertising.

It is not the opinion of this able professor from Johns Hopkins that advertising should refrain from making use of scientific decisions and discoveries in order to move

merchandise. His voice is raised against misleading use of the findings of the scientific world in advertising copy.

He has a definite suggestion to make, which he and the president of the American Association of Advertising Agencies, John Benson, believe would remedy the situation. His suggestion calls for the creation of a board composed of men of science, to pass upon requests for information on the proper use of scientific decisions for merchandising purposes.

This suggestion we recommend as worthy of adoption. We make our recommendation, however, with the provision that such a board should be an official part of the National Better Business Bureau. It should operate with, or as part of the Bureau's "Review Committee"—a recently established committee of advertising men who serve the Better Business Bureau without monetary compensation.

We consider this provision to be of much importance. The job of keeping advertising honest should be centralized within the industry. Those who know the business know best how to work for honesty in advertising.

The Better Business Bureau, in our opinion, is on the eve of a new period of great usefulness. Its work is beginning to clarify itself. Under the broad banner of truth-in-advertising it has been finding that it has a number of highly difficult jobs to do and that it must organize all of the different resources it can command. It must prevent fraudulent products from making use of the facilities of advertising. It must deal with the products that have merit, but which are fraudulently advertised. It must deal with advertising that is unfair to competitors. It must help to tone down super-advertising. All of these are distinctly different jobs which require different techniques.

The creation of a review committee, a step taken within this year, was a great advance in that it brought keen and practical minds to the organization's aid. The action of the Federal Trade

Commission, taken within recent weeks, in pinning its faith on the ability of this organization to get publishers everywhere to close their columns to fraudulent advertising, has put new force and authority behind it. A code of ethics, coming as a result of years of thinking on the subject of competitive advertising, which Fred M. Feiker, managing director of the Associated Business Papers, presented in last week's issue of *PRINTERS' INK*, gives the organization a workable plan to follow in dealing with advertising that is unfair to competitors of advertisers. And finally, in Dr. McCollum's idea lies the possibility for effective dealing with much super-advertising of today by the Bureau.

**Advertising  
Needs No  
Defense**

The books which attempt to prove that advertising is an economic waste continue to appear and persist in treating the subject in general terms. One such book by a professor of economics is commented on in this issue of *PRINTERS' INK*.

There seems no more reason to attack advertising generically than to attack the United States mail service.

There are dropped into the mail box bills, dividend checks, blackmail letters, marriage notices, news of new products, tax notices and offers to sell grape jelly by the case. Good things, bad things and those that are just ordinary, come through the mail. The mail service sees to it that they are delivered. Of course, it has its laws against the crooked and obscene.

It is like the force of advertising, in that it is employed by a multitude of different people to do a number of totally different things.

Even Stuart Chase, arch-critic of advertising, takes a new viewpoint in his article in the current issue of the *Survey Graphic*. As he so clearly points out:

"Before we can attack or defend advertising with any show of reason, we must break it down into its constituent parts. There is advertising and advertising, from

instant cancer cures to Red Cross relief: from how to earn ten thousand dollars a year in your spare time to Waltham watches. It cannot be condemned as a total phenomenon, any more than machinery can."

No one condemns motor trucks as menacing juggernauts, to be presently abolished, because children are killed by careless drivers, nor attacks all policemen because an occasional one kills the man who was carrying a builders' weekly payroll. It is only advertising which suffers concentrated attack.

The reason is not hard to discover. While they admit that as business and society are now constituted some sort of advertising is an integral part of them, most of the critics who hurl bricks, have some sort of Utopia up their sleeves. In that new and better land things would be altogether different.

There would be no profits there, no acquisitiveness, and the whole population would be doing the things they most wanted to do, being clothed and fed by some unnamed group of people. If there were any stores in that land of golden dreams, people would buy only when armed with a yardstick and a testing apparatus or accompanied by a Government representative.

There would be no advertising there except gigantic campaigns for public health, safety, cleanliness, education—such as Stuart Chase saw everywhere when he was in Russia.

It is very easy when an author has set up some new world which suits himself, to prove that there would be scarcely any advertising at all there, because it wouldn't fit into the new social structure. And yet even in a majority of these Utopias one finds that some form of advertising would be made use of.

The more one reads and studies these attacks on advertising the more one realizes that legitimate advertising needs no defense. It is an integral and valuable part of the modern industrial fabric, performing a useful function.

**Too Much  
Sales  
Volume**

iversity recently. Harold H. Swift, vice-president of Swift & Company, outlined conditions in the packing industry. He admitted frankly that the packers are faced with a number of pressing problems, many of them growing out of the effects of the war upon a business whose sources of supply are not constant and often are not easily predictable.

Mr. Swift admitted also that the best minds in the industry are at a loss for any quick remedy for the situation. Time, he believes, will be the great healer in this industry as in others.

"Meanwhile," he said, "the period of recovery could be materially shortened, I believe, if all packers would make an intensive study of their distribution and marketing problems from a territorial, product, and sales order point of view. If, on the basis of such information, each packer would concentrate on his profitable products and territories and discontinue his unprofitable business, the frantic bidding for volume, which is now the outstanding feature of the livestock markets, would be reduced to reasonable proportions and the financial results of every packer would be improved."

"I am reliably informed that one company in the industry, which has attacked its whole distributive problem in this manner, has, while reducing its physical volume 15 per cent, at the same time obtained net results which show an improvement of 25 per cent over the results shown in the preceding year."

The packers are learning a lesson which other industrialists have been taught in the well-known school of experience. Often there is no more deceitful will o' the wisp than sales volume. One of the first lessons the student of economics learns is that of marginal production and consumption. It is not always easy to apply this lesson to an actual study of sales figures, particularly when a com-

pany is large and has widespread distribution.

Since the war there has been a distinct tendency on the part of manufacturers in many lines to cut down the number of their products.

Coincident with this trend toward the reduction of lines has come a consciousness that sales volume is not always a measure of prosperity. Almost any organization eventually reaches a point where each added dollar of sales costs more cents of effort to get. Many times the manufacturer discovers that it is actually costing him more than a dollar to gain a dollar of sales of certain items or in certain territories. Such a discovery is made, however, only after a careful analysis of the balance sheet.

The solution, of course, is to uncover these unprofitable sales and to eliminate them.

As our distributive system grows more complex, as all manufacturers become more adept in the use of the weapons by which sales are gained, the problem will become more acute. It is too early to predict that sometime in the near future business men generally will turn their eyes to contraction as a means of greater profit, but there are economists who believe that such a trend is quite within the limits of probability.

At present the smaller manufacturer is in an enviable position and it is unfortunate that he does not always recognize it. He has not over-expanded and he still is able to exercise a careful supervision of his balance sheet and to subject it to close study and analysis.

The experience of the packers and of industrialists in other fields should be a warning signal to these manufacturers. It is foolish for anyone to advocate contraction *per se* or to make any dogmatic warnings against growth. It is not foolish, however, to point out the importance of careful analysis of the cost of getting business and holding it. Such analysis will help the manufacturer avoid those sales which cost more to get than they are worth.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

40 EAST 34TH STREET

New York

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.

Western Electric Co.

Snider Packing Corporation

Loose-Wiles Biscuit Co.

Graybar Electric Company

Association of American Soap  
and Glycerine Producers

National Bank of Commerce  
in New York

**"NOT HOW MUCH, BUT HOW WELL"**

# Advertising Club News

## Boise Club Starts Advertising Conferences

A school of advertising instruction by conference has been started by the Boise Advertising Club, Boise, Idaho. These conferences take place at luncheon meetings at which each member is asked what advertising or selling problems confront him in his business. When a member has started the discussion of a problem, he is appointed "teacher" of the conference and directs the questions so as to get suitable answers.

\* \* \*

## Chicago Correspondence Executives Meet

Twenty-six members of the Correspondence Executives Club, Chicago, met recently at their first dinner meeting of the season. Dr. F. W. Dignan spoke on the history and development of letter writing and pointed out that the greatest deterrent to effective business letters is the aristocratic influence of England of the seventeenth century with its artificial verbiage.

\* \* \*

## H. H. Cowie Heads St. Paul Sales Managers

H. H. Cowie, of Curtis 1000 Inc., has been elected president of the St. Paul, Minn., Sales Managers' Association. G. F. Gerlach, Union Brass & Metal Mfg. Company, was made vice-president; S. G. Nyman, Finch, Van Slyke & McConville, secretary; and A. W. Logan, Motor Power Equipment Company, treasurer.

\* \* \*

## Heads Ohio Circulation Managers

John J. Kirk, circulation manager of the Cleveland *Plain Dealer*, was elected president of the Ohio Circulation Managers Association at its recent meeting. Other officers elected were: Joseph Finster, *Cleveland Press*, vice-president; Glenn L. Cox, *Dayton News*, secretary-treasurer; and Sol Oppenheim, a director for three years.

\* \* \*

## Spokane Club Forms New Committee

The Spokane Advertising Club, Spokane, Wash., has formed a committee to "Advertise Advertising," the purpose of which is to carry the message of advertising as a vital force direct to the public. Earl B. Smith is chairman of the committee.

\* \* \*

## Appointed by Montreal Club

George A. Oliver has been appointed secretary of the Advertising Club of Montreal, succeeding H. R. Perrault, resigned.

## Circulation Women's Club Elects

At its first meeting of the season the Circulation Women's Club, New York, elected the following officers: President, Margaret Dunbar, manager telephone sales department, International Magazine Corporation; secretary, E. C. Turner, circulation manager, *Travel*; and treasurer, Edith M. Burris, secretary and associate editor, *Silent Partner*.

This group, which has heretofore met informally, has organized itself under the name of the Circulation Women's Club and at its next meeting, to be held at the Hotel Martinique, New York, on November 12, will discuss a program for the coming year.

## Atlantic City Hotels Sell the Wife

In a newspaper campaign recently appearing over the names of co-operating hotels of Atlantic City, N. J., the copy appeal was directed, through the husband, to the wife to spend Columbus Day week-end at that city. The headline of the advertisement featured "Columbus Day Is Also Isabella Day At Atlantic City. Bring Your Wife." The body of the advertisement explained that while Columbus discovered America, Queen Isabella discovered Columbus and enabled him to make the trip possible. The closing sentence ran as follows: "We don't ask you to come to Atlantic City for the sake of Columbus but for the sake of Isabella."

## Appoint R. J. Bidwell & Company

The Pasadena *Star-News*, Long Beach *Telegram* and the Grass Valley *Union*, all of California, have appointed R. J. Bidwell & Company, publishers' representatives, as their advertising representative on the Pacific Coast.

## Joins Kalamazoo Trust & Savings Bank

W. Donald Brownell, formerly with the Brownell Publicity Service, has joined the advertising and business promotion departments of the Kalamazoo Trust & Savings Bank, Kalamazoo, Mich.

## "Corporate Practice Review," New Magazine

*Corporate Practice Review* is a new monthly magazine with headquarters at New York. Traver Briscoe is managing editor and Harvey A. Mayer, advertising manager. The type-page size is 5½ by 8 inches.

## Texas Clubs Move to Organize Ad- vertising South

**Need of Southern Advertising Association Stressed at Annual Convention of Tenth District—P. L. Michaels, New Chairman, to Meet with Representatives of Advertising Interests of South**

THE adoption of a resolution calling for the organization of a Southern Advertising Association was one of the high spots of the annual convention of the Tenth District of the International Advertising Association, which met last week at Wichita Falls, Texas. The resolution adopted emphasized the fact that developments within the South during the last few years have made the new South a tremendous factor in the agricultural, commercial and industrial prosperity of America.

That advertising is a potent factor in this development, the resolution stated, is shown by the lead taken in community advertising by cities of the new South. The resolution further stated that there seems to exist a lethargy in organized advertising activities in the South.

The new president of the Tenth District, P. L. Michaels, will appoint a committee to begin work immediately, to meet with advertising men in Atlanta, Memphis, New Orleans, Birmingham, Jacksonville, Little Rock, and other cities of the South, and to organize new advertising clubs and revive existing ones, and to perfect the organization of the Southern association. The purpose of such an association, as stated in the resolution, will be to promote an interchange of ideas in advertising, development of the advertising profession, proper standards and promulgation of ethics, and betterment of advertising in general in the entire South.

The convention adopted another resolution providing for a five-year program of expansion, the creation of closer inter-club relationships, and the establishment of

a group of major objectives for the Tenth District.

Otto S. Bruck, manager of the Beaumont *Enterprise*, and president of the district for the last year, was chairman of the convention. The program included an address describing the co-operative advertising activities of Texas insurance advertisers. This address is reported elsewhere in this issue. C. C. Younggreen, president of the International Association, discussed the future of advertising.

The next convention of the district will be held at Dallas. The following officers were elected for the ensuing year: President, P. L. Michaels, of the Houston Poster Advertising Company, Houston; first vice-president, Lorry A. Jacobs, Dallas; second vice-president, E. C. Taulbee, Waco, and secretary, A. D. Collins, Houston. Directors elected were as follows: James P. Simpson, Beeman Fisher, Mildred Jones, Dallas; W. S. Abbott and J. B. Price, Wichita Falls; H. W. Steele and Mrs. M. L. Gill, Houston; L. M. Coyne, Waco; O. S. Bruck and E. T. Jones, Beaumont; Watkins Benerman, El Paso; Mrs. Thelma Gaines, San Antonio, and Ralph Henderson, Fort Worth.

## E. C. Peter Heads American Ironing Machine

E. C. Peter, for twenty-three years vice-president of the American Ironing Machine Company, Algonquin, Ill., Super Simplex ironing machines, has been made president. M. J. Broderick, for the last eight years assistant secretary and treasurer, has been elected vice-president and general manager. W. T. Peter, formerly secretary, is treasurer and B. C. Getzelman, secretary.

## J. K. Mortland with Minne- apolis Printer

John K. Mortland, formerly advertising manager of The Buzz Company, Minneapolis, has joined the sales staff of the Harrison Smith Company, Minneapolis printer.

## Joins Foster & Kleiser Agency

E. L. Lomax, formerly advertising manager of the Associated Oil Company, San Francisco, has joined the Foster & Kleiser, Advertising Agency, of that city.

## The Little Schoolmaster's Classroom

THIS busy age of mergers has many people guessing. It is almost impossible to remember from day to day just which company has merged with what. If the general public is somewhat at a loss to know how to keep up with the fast moving developments, the retailer is in a similar fix, and to him it is more important. He may have built up an excellent local trade upon a certain product only to find it merged with another. He may have been doing business over a long period of years with a salesman who has gotten to know his requirements and his local trade, only to discover that the salesman who called upon him has been shifted somewhere else or let out as the result of a merger.

Colgate & Company, realizing the interest of every retailer in news of mergers and how they will affect him, has recently issued to the trade an announcement concerning their merger with the Palmolive-Peet Company. In a message to druggists the company specifies the following points which every retailer wants to know about a merger:

How will this merger affect the merchandise of each company?

How will the merger affect the sales policy of each company?

What will be the effect on the salesmen with whom we do business?

The company does not attempt to answer all these questions at once because it points out it would be impossible to reply to them in detail until all the plans are mapped out. It does, however, take occasion to lay down certain principles upon merchandise, sales policies and salesmen which it thinks the retailer will be interested in hearing about. It says that the two lines will be kept separate and distinct, that there will be no change in manufacturing personnel or standards.

When it comes to discussing the question of salesmen, the company tells just what its problem

is and how it hopes to work it out:

As soon as it is practicable to consolidate the two sales forces, they will be put together. The salesmen who call on the retail and wholesale druggists will sell the Colgate, Palmolive, Pompeian and Chesebrough lines. In working out the consolidation of the sales forces, it will be the aim of the new company to change as few as possible of the men who are now calling on the trade. The new company is just as anxious to keep the men who are efficient as the trade is to have them continue calling and as the men themselves are to keep on with their work.

If the company finds it necessary to make some changes in the sales force, it will be in order to serve you better.

Colgate-Palmolive-Peet Company is anxious to keep on with the policies which have in the past built respect and admiration and friendship. The company wants to increase the efficiency of its business with the retailers and wholesalers who are distributing its merchandise.

It will take some time to map out all of our plans in detail. As soon as it is possible, we will make further announcements. In the meantime we ask for the new company the same enthusiastic support that has been given in the past.

Taking retailers and wholesalers into its confidence seems a good method for a company which is working out a merger. The question of what will happen to the sales forces when companies merge has always been a difficult one to work out. A signed statement of policy, by bringing rumors and ugly reports out in the light, is more than likely to put an end to whispers and idle gossip.

\* \* \*

New York has many busy corners. Among the busiest must be included the southeast corner of Broadway and Thirty-third Street and the northeast corner of Madison Avenue and Forty-second Street. At the Thirty-third Street corner there is a United Cigar Store. At the Forty-second Street corner there is a Liggett Drug Store. In both of these stores there are batteries of automatic cigarette vending machines. There are a greater number of such machines in the store run by the

**CLINCHING SALES...**  
**for National Advertising**

# LINCOLN

"**T**HAT'S where I can buy it," says the consumer, spotting by means of an electric sign the local dealer for nationally advertised goods.

These displays over dealers' doors complete the job that national advertising can only begin. Strategically right at the purchase point, they become the strongest tie-up between national advertising and local outlets.

Companies, celebrated for progressive merchandising practices, are large users of Flexlume Electrics for their dealers. Write us to send details of a plan which, with modest initial outlay, will enable you to also prove the selling force of electric advertising. Address FLEXLUME CORPORATION, 1059 Military Road, Buffalo, N. Y.

Sales and Service  
Offices in Chief  
Cities of U. S.  
and Canada



Factories also at  
Detroit, Los Angeles,  
Oakland &  
Toronto

---

**FLEXLUME ELECTRIC DISPLAYS**

---

## WANTED An Eastern Sales Manager,

who knows his grocers, druggists, hardware dealers, both wholesale and retail, plus department stores. The line of products he will have to sell are well established, nationally advertised, and the leading sellers in their field for many years. He will have complete charge of the entire Eastern part of the United States from Canada to the Gulf. A force of 40 salesmen. Calling upon the jobbing and retail trade will be under his control. His responsibility will be direct to the General Sales Manager.

If you believe you are qualified, write and tell us who you are, your age, what you have done, your entire business history, and salary expected. It will be treated entirely confidential.

Address "A," Box 289, P. I.

## TYPOGRAPHY LAYOUT PRINTING PRODUCTION ESTIMATING DETAIL MAN

who knows and can prescribe and figure good machine and hand composition; schedule, follow up and O.K. fine book presswork; maintain a steady appetite for a mass of detail without getting in a rut; contact customers agreeably, and make what might be an ordinary job a permanent, interesting, well-paying position. Address "X," Box 286, Printers' Ink.

United Cigar Company than in the Liggett. Also it should be said machines in the United store were in operation several months ahead of those in the Liggett store.

One day recently the Schoolmaster made a special journey to inspect the machines in these stores. There was one feature about them that immediately caught his eye. Each machine had a sales meter that gave the total number of sales made. It seemed that those figures might interest the Class as an index to sales popularity of the cigarettes being sold through the machines. The Schoolmaster, therefore, copied down every figure in both stores and here presents the figures to the Class.

At the United Cigar Store the figures taken from the machines, as the Schoolmaster faced them, reading from left to right, were:

Melachrino (Plain)	1,093
Melachrino (Cork)	4,466
Three Kings (Cork)	2,824
Herbert Taryton	3,352
Lucky Strike	22,447
Camel	14,547
Old Gold	3,587
Chesterfield	5,435
Barking Dog	5,640
Marlboro	1,765
Three Kings (Plain)	1,760
Melachrino (Cork)	1,347
Murad	1,433
English Oval	1,813

At the Liggett Store the figures, taken from the machines in the same order as they were taken in the United Store, were:

Old Gold	2,221
Lucky Strike	7,116
Chesterfield	3,723
Camels	4,812
Black and White	1,324

At the United Store all sales were in units of single packs, except in the case of the Three Kings brand. This brand was sold in two package units. At the Liggett store all of the brands were sold in two package units. The Black and White brand included in the Liggett machines is a brand that is controlled by that organization. The Schoolmaster understands from a clerk at the United Store that the figures on its machines started at blank and from a clerk at the Liggett Store



*The methods and plans of nearly 1,000 successful firms using mail-order and direct-mail methods*

## MAIL-ORDER AND DIRECT-MAIL SELLING

By S. ROLAND HALL

494 pages, 5 x 7½, flexible, 151 illustrations \$5.00

### Chapter Headings

1. General Survey of the Field.
2. Costs and Results of Marketing.
3. Planning Mail Marketing.
- 4, 5, and 6. Literature for Mail Solicitation.
7. Business-Building Letters.
8. Letterheads and Envelopes.
9. Multiple-Page Letters, Flap Letters, Dual-Use Forms.
10. Follow-up Systems.
11. Manufacturer-Dealer Cooperative Follow-up.
- 12, 13 and 14. Copy for Periodicals.
15. Mailing-Lists.
16. Instalment and Approval Plans.
17. Selling Through Sampling.
18. Inquiry and Order Forms.
19. Possibilities of the Customer List.
20. Problems of the Small Advertiser.
21. Plans and Experiences of Retailers.
22. Other Successful Campaigns and Methods.
23. Keying, Checking and Testing.
24. Postal Regulations and Mailing Methods.

## How to advertise and sell by mail - - -

The methods and plans of nearly a thousand successful firms are referred to in this new great manual of mail advertising and selling. This new book by S. Roland Hall is an encyclopedia of best mail-order and direct-by-mail methods.

The book outlines numerous campaigns in full, showing you in many cases actual costs and results. It covers the problems of the large mail-order houses as well as the small seedman selling bulbs. It covers the great jewelry firm selling expensive clocks and diamonds by mail as well as the insurance, automobile, machinery and other companies using direct-mail.

It tells you what those who have been successful in using the mails to sell have found about—

- costs of marketing by mail;
- planning mail marketing;
- writing copy for letters, booklets, folders, and catalogs;
- designing effective letterheads and envelopes;
- follow-up systems;
- instalment and approval plans;
- getting the most out of mailing lists;
- keying, checking and testing; etc.

### Mail This Coupon NOW

#### McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.  
370 Seventh Ave., New York

You may send me for 10 days' free examination Hall's *Mail-Order and Direct-Mail Selling*, \$5.00. I agree to remit for the book or to return it postpaid within 10 days of receipt.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_ P.I. 11-1-22

**WANTED**  
**Assistant**  
**Advertising Manager**

A man good at sales ideas to write daily letter to salesmen and edit weekly and monthly House Organs. The man we are seeking is located in the advertising department of a specialty manufacturer or in an agency as a Junior Copy Writer; and has at least two or three years of copy experience. A working knowledge of mechanical processes is desirable but not essential.

Our business, located in New York City, is growing rapidly—1927 more than doubled 1926, and this year's first eight months exceeded 1927.

Write, giving complete information, including education, age, religion, salary requirements and send samples if possible—which will be carefully preserved and returned.

Address H. P. M., P. O. Box 109,  
 Wall Street Station, New York



**\$2,000 A MONTH**

Will be the total cost of sending a first-class house organ, edited by William Feather, to 30,000 customers and prospects. Get estimate for smaller quantities.

*Write for Samples*

The William Feather Company  
 607 Carlton Building : Cleveland, Ohio

**ADVERTISING**

Inc. Copy Writing, Layout, Advertisements, Sales and Sales Displays, newspaper advertising, direct mail, etc. Campaign for accounts, manufacturers or agency work.

LOW RATES AND SAVINGS. No S. Commission.

that a number of tests had been made of the machines before the public was allowed to use them.

The Schoolmaster wants to put this question to the Class: In view of the fact that no salesmanship was engaged in when the sales represented by these figures were made, can these figures be considered as a reliable index to the pulling power of the advertising put behind the advertised brands included in both of these groups?

"When I wrote 'Brewster's Millions' I had it published under an assumed name," the late George Barr McCutcheon once said. "My principal reason was to see whether the book would sell without the reputation of 'Graustark.' The public did not know for a year that 'Richard Greaves,' the name on the title page, was myself. About the time I published 'Brewster's Millions' I published 'The Sherrods' under my own name. 'Brewster's Millions' far outsold the other book, which goes to show that you don't have to have a name in order to sell a book that people will read if they get the opportunity."

The Schoolmaster was interested to find this among the many obituaries that followed the death of Mr. McCutcheon. With his usual twist of mind the Schoolmaster immediately sensed a pretty good merchandising lesson that has been taught again and again in much more prosaic fields than that of selling books.

If the product isn't good, no amount of name prestige or consumer good-will, built up by years of advertising, can make it sell for very long. The merchandising mortuary is full of the bones of inferior products which were sent out hopefully under the banners of

**PATENT YOUR IDEAS**

Inventions developed. Patents secured in all countries. Call or send me a sketch of your invention. Satisfaction terms.

**FREE** Confidential advice, literature, Inventor's Recording Blank.

**Z.H. POLACHEK**  
 1234 BROADWAY  
 NEW YORK

REG. PATENT  
 ATTORNEY  
 CONSULTING  
 ENGINEER

# New Rates.....

go into effect with the January 1929 issue of Printers' Ink Monthly

## But...

Advertisers placing their reservations before November 15th will get the benefit of the 18% increase in circulation at no increase in rate.

Here are the requirements: A schedule calling for a minimum of  $4\frac{1}{3}$  pages (thirteen one-third pages or the equivalent) to be used through 1929, and the first insertion of one-third page or more must appear in the December 1928 issue. Forms close November 15th.

Under this plan it is still possible to buy space in Printers' Ink Monthly at an extremely low rate, even though the present growth of our circulation, built entirely on editorial merit, more than warrants the higher rate.

In line with our policy of protecting our old customers, all advertisers now running on regular schedules will be protected through the year 1929 for the space they are now running, or more.

The net paid circulation of Printers' Ink Monthly is now 18,990—18% more than when the present rates (full page \$200;  $\frac{2}{3}$  page \$150;  $\frac{1}{2}$  page \$80) went into effect.

**PRINTERS' INK MONTHLY**  
185 Madison Avenue, New York City, N. Y.



# ARTIST WANTED

AN EXCEPTIONAL OPPORTUNITY IS OFFERED TO A CAPABLE COMMERCIAL ARTIST TO START A BUSINESS OF HIS OWN WITH OUR CO-OPERATION. MUST BE VERSATILE MAN. CALL AT

**CARLTON H. SMITH CO.**  
333 Hudson St., N.Y.—Tel. 7742

# BID & ASKED

Some magazine that wants more circulation can bid now for the services of a successful, trained circulation woman. She has written promotion, both circulation and good-will, that produced tangible results. She has managed field workers and edited circulation magazines. Hard working, ambitious, resourceful. If asked, she will be glad to consider your proposition, too, for she is now ready to solve another difficult circulation problem.

Address "U," Box 285,  
Printers' Ink

# PRODUCT WANTED

## For House-to-House Distribution

Young man with over 20 years executive experience is looking for an article suitable for distribution direct to consumer. Can supply references of highest quality.

Address "T," Box 284, Printers' Ink.

# ABSORPTION

We want to absorb a small recognized agency that has several good accounts but where the overhead is eating away profits. Excellent chance for an owner who must measure up to our standard. Give details in confidence. Address "B," Box 141, Printers' Ink.

good trade names. On the other hand a meritorious product, given half a chance, will have no trouble in achieving a measure of success. It would seem that there would be no need of repeating the moral of this lesson, but every year some manufacturers make the mistake of over-estimating the value of good-will and advertising with the result that net profits suffer because of obvious shortsightedness.

In examining the prospectus for an issue of stock by the Pet Milk Company the Schoolmaster came upon the following sentence in the statement of John A. Latzer, president of the company:

Net profits for the full current year, I estimate, will be smaller than those for 1927.

While there is nothing epoch-making in that statement the Schoolmaster presents it as a bit of commercial candor which is worthy of notice. That one sentence, tucked innocently in the midst of a great many statistics, did a great deal to impress the reader with the truth and sincerity of the other statements made and to make him feel that the predictions of good business to follow might be based on something a little more substantial than optimism.

# With Greene Studios

John H. Webster, formerly with the advertising department of the H. F. Goodrich Company, Akron, Ohio, has joined the Greene Studios, Cleveland.

# SALES EXECUTIVE AVAILABLE

Ten years' merchandising experience—Food Products, including

- Market analysis, sales statistics, correspondence.
- Department Manager.
- Sales organization and training.
- Personal selling.

Can bring some organization a well-rounded training backed by a record of accomplishment. Age 33, Christian, married. College graduate. Address "N," Box 283, P. I.

# "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents  
Toronto ..... Montreal ..... Winnipeg ..... Vancouver ..... Hamilton ..... London, Eng.  
New York Office 2152 Granby Blvd. Thomas L. Britton Manager for United States

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### WANTED

Trade Paper Editor for apparel magazine. One willing to invest some money in a profitable, live-wire publication. Unlimited possibilities. Box 552, P. I.

**Chicago Branch Office Service** of high order offered by one well qualified. Box 539, Printers' Ink, Chicago Office.

**Rich Hill, Missouri**—wants printing plant with equipment for publishing magazine with over 100,000 circulation. This contract, which will extend over a period of several years, will pay \$4,000 to \$6,000 monthly. Address Commercial Club.

#### SPACE FOR RENT

In Advertising Agency located in Salmon Tower Building, 11 W. 42nd St. Suitable for free lance artist, capable producing attractive, modern layouts, sketches, lettering, etc. Nominal rental. Box 533, Printers' Ink.

**SOUTHERN PUBLISHING** house issuing a monthly farm magazine and a state weekly farm paper needs an honest to goodness business manager. A rare publication opportunity for one who is capable and can invest, becoming an officer of the corporation. Address publisher, P. O. Box 456, Jackson, Miss.

### TRADE ASSOCIATION MANAGEMENT

An experienced Trade Association Executive with well-equipped office is in position to serve a trade association needing headquarters and administration from a New York office. Address Box 555, P. I.

#### HELP WANTED

#### WE HAVE SEVERAL TERRITORIES IN U. S.

open for good, live advertising representatives. The Ford Dealers News, 117 W. 61st St., New York City.

**Advertising Solicitor** wanted for trade paper. Apply Frank Meyers, Meyers Publications, Inc., 461 Eighth Ave., New York.

**WANTED**—Experienced Draftsman and Assistant. Preference to those who have had experience in cabinet work, designing show cases, interior store fixtures, etc. Please state qualifications. Address Engineer, Box No. 1, Station O, New York City.

**Public Service Corporation**—in large Eastern city plans to add to its advertising staff a copy writer 25 to 35 years of age with experience in the preparation of promotional sales copy for newspaper advertising and direct mail. Box 532, Printers' Ink.

#### PRODUCTION MANAGER

A New York advertising agency with a large group of National accounts wants a production manager who is capable of directing the work of six thoroughly trained traffic men. Write in detail. Confidential. Box 541, Printers' Ink.

**Advertising Writer** wanted to prepare advertisements for industrial trade papers. Experience in writing advertisements and engineering education or training necessary. Location eastern Pennsylvania. Write fully giving experience, age and salary expected. Box 522, Printers' Ink.

#### SALESMAN

For metal partitions used in office and industrial buildings. Territorial assignment. With largest manufacturer in the field. Good prospects for earnings and future betterment. Apply E. F. H. Box 545, Printers' Ink.

**Salesman Wanted**—Good salesman, to sell an Agency service to newspaper advertisers. Open and above board. No get-rich-quick or fly-by-night scheme, but permanent position with responsible, well established Agency. Commissions payable immediately after sale. Write Box 539, Printers' Ink.

#### MARKETING MAN

Familiar with market analysis, territorial valuations, sales quotas, promotion work and general sales programs. Metal Partitions for offices. Age 30 to 40 years. Salary \$100.00 a week. Location Cleveland, apply E. F. H. Box 544, Printers' Ink.

#### ADVERTISING SALESMAN

Especially desirable opening on high grade business publication for New York territory for man who can show successful record in closing business on magazine, business paper or newspaper space. Write fully giving details of age, experience, salary requirements, etc., to Box 531, Printers' Ink.

**Wanted**—Advertising salesmen who have had syndicate service experience and are qualified to train men. The men we select will be given protected territory and paid in accordance with their ability to produce our type of salesmen. Applications should state full details of experience including salary expected. Box 530, Printers' Ink.

**Printing Salesman Wanted**—with contacts with advertisers and advertising agencies. We are now serving a number of large advertisers and desire a few additional accounts. Our plant has most modern equipment. We are especially qualified to produce fine color work for all forms of advertising material. When replying state age and experience. Arrow Press Inc., 320 West 39 St., N. Y.

**Sales Correspondent Wanted**  
Largest complete advertising service company west of Chicago, offers excellent opportunity to young man. Must have had experience in selling ideas and plans, commercial art work and engraving, and have knowledge of quality in printing plates and printed sales literature. He must be able to express himself well in a letter and to sell by mail. Write fully with qualifications, age, and references to E. S. Smith, Bureau of Engraving, Inc., Minneapolis, Minn.

**A LEADING** and long established trade publication in the Metropolitan district of New York has a combination editorial and advertising position open that offers a real opportunity for an ambitious young man. He must have editorial experience with a knowledge of make-up and type styles, and also ability to represent this publication in the advertising field as a solicitor. He will be expected to attend conventions and business meetings. In replying state experience, connections, age, references and ideas of compensation. A photograph with application will be helpful and will be returned. Address Box 547, Printers' Ink.

**UNUSUAL OPENING**—on Pacific Coast with agency of high standing and established business for experienced agency salesman and account executive. For a man who is not afraid to share the financial burden of the "breaking in" period, this is an exceptional opportunity with attractive future prospect. A Western man with Eastern training would be the desirable combination; some experience in national agency practice essential. Write fully of your experience, particularly regarding classes of accounts and fields of merchandising you know best. Letters will be treated in strict confidence. Box 528, Printers' Ink.

#### MISCELLANEOUS

**PICTORIAL RETOUCHING** for fine and coarse screen layouts. Quick and competent service by artists of long experience. Bakos Studios, 145 West 45th St.

#### AUTHORS

Manuscripts neatly and accurately typed. Prompt service, reasonable rates, satisfaction guaranteed. M. L. Cubbon, 610 So. Birch St., Santa Ana, California.

**Wanted**—Second-hand Plate Storage Cabinet, also Cut and Electro Cabinet. Give details, etc. Box 550, Printers' Ink.

#### POSITIONS WANTED

**Advertising Manager**—for manufacturer or wholesaler, selling to dealers or consumers. Capable taking charge advertising department, sales correspondence follow up. East. Box 554, P. I.

**Young Man**—has studied copy writing and layout at Columbia—desires position as apprentice in advertising agency or company with advertising department. Salary secondary. Box 537, P. I.

#### AVAILABLE

Young assistant advertising manager wishes position with wide awake manufacturer or agency—salary secondary—at present employed. Box 525, P. I.

#### PART TIME ADVERTISING

Expert copy and layout man, eight years' experience with manufacturer and agency. Advertisements and booklets. Reasonable rates. Box 538, Printers' Ink.

**Advertising Executive**—13 years advertising, sales promotion and general business experience. Now open to consider connection as advertising manager for manufacturer or newspaper or assistant to busy executive. Box 523, P. I.

#### COPY AND CONTACT

Six years with leading agency. Account Executive on national accounts. Wants connection, agency or advertiser, where ability and energy will get real recognition. Box 526, Printers' Ink.

#### ART DIRECTOR

Fourteen years' experience creating and developing ideas for magazine, window display, posters, etc. Valuable for agency or lithographer. Box 527, Printers' Ink.

#### ARTIST-VISUALIZER

seeks opportunity with growing firm; at present specializing in layout work and buying art for advertising agency; desires to make immediate change; has good imagination, excellent past experience; young, ambitious, seeking advancement. Box 524, P. I.

#### Copywriter

College graduate; 2 years with agency; 2 years with leading publishers; also have agricultural background; young, ambitious, sincere, available soon. Prefer to work in Chicago or other Mid-West city. Box 549, Printers' Ink.

#### CLASSIFIED

#### ADVERTISING

#### SPECIALIST

22 years success building classified lineage. Creator outstanding promotion copy. Efficient organizer. Initial salary secondary to opportunity with future although salary past ten years better than \$10,000 yearly. "Classified," 519 Met. Life Bldg., Minneapolis, Minn.

**Secretary**—college trained woman, nine years' experience, young, expert stenographer, initiative, executive ability, references. Wishes good secretaryship New York City. Available after Election. Box 553, Printers' Ink.

**Young man** of 25 (married) has proved the unusual force of his sales personality; his clean-cut appearance, habits and strong will to succeed, recommend him as worthy of a sales opportunity with a more progressive house. Box 556, Printers' Ink.

### Publishers' Assistant

Because of consolidation former General Manager half million dollar newspaper property, thoroughly familiar with all departments, seeks opportunity with increasing future. "Executive," 519 Met. Life Bldg., Minneapolis, Minn.

**OUTSTANDING COPY WRITER AND VISUALIZER HOLDING HIS OWN WITH COUNTRY'S BEST**  
Creator well-known NATIONAL MAIL ORDER—DIRECT MAIL campaigns recognized unusually good advertising; interesting story awaits concern requiring highest type ability; N. Y. leading 4A agency experience; go anywhere. Box 535, P. I.

### A Young Advertising Man

University graduate; 4 years' advertising experience with agency and publisher. Has demonstrated real sales sense. Writes good copy. Capable of contacting active accounts. Can handle production. Now employed but available soon. Chicago preferred. Box 548, Printers' Ink.

**Secretary**—I recommend young Christian lady on basis of three years' efficient assistance rendered me. Proficient secretary, capable office manager, diplomatic correspondent, accurate stenographer including copy, rapid typist and dictaphone operator. Knows production, some copy. Personality, poise, adaptability. Sorry to lose her. Want to see her unusual ability used to advantage. Box 542, P. I.

### COPY WRITER

Young man, 28 years old, college graduate, excellent record, seeks opening with agency as copy writer. Just completed three years with international concern as house organ editor. Ten years' experience writing copy for newspapers, booklets and house organs. Salary secondary in importance to Opportunity. Box 540, Printers' Ink.

**Young man** (28) available November 15th for a greater opportunity. In eleven years have held two positions, making a success in both. My well-rounded business experience touches management, organization, production and sales, as manager of advertising department and small printing plant and manager of engraving plant. Have a thorough knowledge of advertising procedure, printing and engraving methods. Competent in layout, typography and planning. Prefer position as assistant to executive, not necessarily in advertising business, but where my advertising experience may be an advantage. Salary a secondary consideration and the opportunity first requisite. Box 534, P. I.

**ADVERTISING MANAGER**—of large company, university man, 29, formerly assistant editor on trade paper, house organ editor, competent in copy writing, layout, typography, printing, seeks new connection. Now earning good salary but willing to START AT \$40 A WEEK and prove to the right manufacturer or agency that he is worth twice that much. Excellent references. Box 536, P. I.

### VALUABLE VERSATILE EXECUTIVE

Plans, design, copy and contact. Agency, publishing, manufacturing and direct mail experience. Capable and intelligent production man with reputation for conscientious service. Box 543, Printers' Ink.

### Sales—Advertising Manager

Eight years with company national repute (staples), 5 years similar position leading manufacturer (specialties); exceptional organizer, personal producer; jobber, retailer, consumer branch office experience. Of real value to sound, aggressive concern prepared to make definite proposition. salary or commission with drawing account. Box 546, P. I.

### Account Executive

Seven years' experience in all agency operations: contacting, soliciting, copy and layout, also knows space buying and production. Three years assistant manager of present agency handling national accounts. College graduate. Desires greater opportunity with leading N. Y. agency. Will start as junior or service executive. Box 551, Printers' Ink.

### THOROUGHLY SEASONED EXECUTIVE

Who has worked his way up from the beginning is seeking a connection where larger responsibilities and opportunities exist. He is married; 30 years old and has broad and successful advertising experience. Thoroughly experienced in newspaper work; for past nine years publisher of his own newspaper; is also head of a successful advertising service company. Knows printing and engraving; can create and design direct mail as well as publication "ads." Chicago Art Institute training, business school training and student of advertising makes this man an asset to any business. Salary at the start \$4,000. Write to The Hansel Advertising Service, Logan, Ohio.

### CAUTION

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

# Table of Contents

---

<b>Shifting Emphasis from Price to Profits</b>	3
RICHARD WEBSTER, Vice-President, Reimers & Osborn, Inc.	3
<b>Sampling a Bulky Product</b>	10
JAMES A. REARDON, Secretary, The Reardon Company	10
<b>We Developed a Secondary Line to Benefit Our Major Product</b>	17
H. L. TRISCH, Sales Manager, The A. C. Gilbert Company	17
<b>A.B.C. Expired Subscription Limit Now Three Months</b>	25
<b>How the Westinghouse Sales Promotion Department Functions</b>	33
GEORGE MARZT, Phila. District Advg. Mgr., Westinghouse Elec. & Mfg. Co.	33
<b>Don't Overload That Blunderbuss of Humor</b>	41
IRVIN M. SHAFRIN, Copy Director, C. E. Falls Service Company	41
<b>Farm Papers Study Best Market Analysis Methods</b>	44
<b>The Grocery Industry Cleans House</b>	49
<b>Breaking Direct-Mail Fetishes</b>	58
JAMES ROTTO, Advertising Manager, The Hecht Co., Washington, D. C.	58
<b>Getting Prospects to "Start a Scrap Book"</b>	69
ROLAND COLE	69
<b>Can a Container Be Registered as a Trade-Mark?</b>	72
<b>How Much Is Too Much Newspaper Merchandising Service?</b>	77
<b>What Is Money For?</b>	85
MARK WISEMAN	85
<b>Program for Agency Convention Is Broader in Appeal</b>	101
<b>Death of W. L. Barnhart</b>	102
<b>Do Special Editions Undermine Reader Confidence?</b>	107
<b>The Professor of Economics Looks at Advertising</b>	113
ROY DICKINSON	113
<b>How Texas Insurance Companies Started a Joint Campaign</b>	124
LARRY A. JACOSS, Advertising Director, Texas Life Insurance Companies	124
<b>Mass Distribution Idea Advanced by Grocers' Conference</b>	129
<b>Latshaw Tells of Pre-A.B.C. Days</b>	140
<b>A Chain Store Builds Distribution for a New Product</b>	145
SIDNEY RABINOVITZ, General Manager, The Economy Grocery Stores Corp.	145
<b>What Should We Strive for in Food Advertising?</b>	154
DR. E. V. McCOLLUM, School of Hygiene and Public Health, The Johns-Hopkins University	154
<b>Let's Stop Guessing about Advertisements</b>	165
S. H. GIELLERUP, Account Executive, Frank Seaman, Incorporated	165
<b>The Sales Forecast</b>	172
FRED W. SHIBLEY, Vice-President, Bankers Trust Company, New York	172
<b>Editorials</b>	186
We Move Its Adoption—Advertising Needs No Defense—Too Much Sales Volume.	186
<b>Texas Clubs Move to Organize Advertising South</b>	191
<b>The Little Schoolmaster's Classroom</b>	192



## Back Up Your Men Who Work In Prairie Farmer Territory

The oldest in YEARS is the youngest in IDEAS. Since 1841 farming has advanced from ox yoke to combine. In these 87 years Prairie Farmer has advanced from hand press to radio.

Prairie Farmer editors, traveling by air, talk to hundreds at farmer gatherings. Prairie Farmer editors, talking through the columns of this paper, talk to 250 thousands at their own firesides. Prairie Farmer editors, over their own radio station—W L S—talk to millions more.

No other farm publication has equal facilities, equal dealer and farmer influence. Therefore, advertising in Prairie Farmer will help factory, wholesale and retail salesmen sell more goods.

**► PRAIRIE FARMER - Chicago**

BURRIDGE D. BUTLER, Publisher

1230 W. Washington Blvd., Chicago, Ill.

C. P. DICKSON, Advertising Manager

J. E. EDWARDS, Associate

Member of: Standard Farm Paper Unit for Illinois and Indiana.

See advertisement page 2

# *Continuing Supremacy . . . .*

THE end of the third quarter of 1928 finds the Chicago situation as it has existed for more than 20 years. Tribune supremacy unchallenged.

Of all advertising which ran in Chicago newspapers during the first nine months of 1928—35% appeared in the Tribune. This is 47% more than appeared in the second newspaper, and 138% more than appeared in the third newspaper. The Tribune leads in national display—in local display—in classified. And it leads in 70% of all display classifications—with seven times as many firsts as the second newspaper.

**Chicago Tribune**  
THE WORLD'S GREATEST NEWSPAPER